

U.S. Department of Homeland Security
House Style Guidelines



Homeland Security

October 2003

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Introduction

The design elements, or visual language, that make up our house style attempt to convey — through imagery, color and appearance — the qualities that we want the Department of Homeland Security to be known for: being innovative and proactive in our mission and being accessible and direct with our public.

We are entrusted with the relentless protection and defense of America, its ideals, its way of life and its people. We are the trusted and authoritative partner to the state, local and private sector entities that share our mission. We are a 21st-century form of government and proud to protect our homeland.

And our communications must reflect our convictions.

The following pages introduce the foundations of our house style. The hallmarks of this visual language are the distinctive color palettes, the complementary typefaces, standardized uses of imagery and consistent placement of our signature. Our house style will ensure maximum recognition and a clean, contemporary look for all our communications.

These house style guidelines should be used in conjunction with the Seal and Signature Usage Guidelines, which provide more detailed information on usage of the DHS signature and its variations.

Branding and Our House Style

Our house style is a major component of our branding system. The objectives of our branding system are fourfold: to focus and build impact for the Department of Homeland Security, a modern and nonbureaucratic form of government; to unify and strengthen the department; to help state and local entities, as well as the general public, understand the role and structure of the department; and to streamline communication.

Our branding system must be clear from the public's perspective and make minimal use of acronyms, because an abundance of acronyms hampers clarity and directness.

Our branding system is not the same as our organizational chart. No more than two levels have been branded because too many layers and too many symbols suggest traditional government bureaucracy and an unfocused organization.

Every DHS communication must be branded with one — and no more than one — of the following signatures.



DHS Signature — For use on communications emanating from the cabinet level, the five directorates, or programs, locations and centers not directly linked to one of the Public Facing Entities shown below.



Public Facing Entities Signatures — For use on communications emanating from these organizations with high public visibility and interaction.



Public Facing Entities Signatures, Endorsed — Please refer to The Coast Guard Correspondence Manual or contact The Office of Government and Public Affairs of the U.S. Secret Service for more information on using these signatures.

Primary Color Palette

The Homeland Security signature should be reproduced in full color — Homeland Security Blue, Gray, Green, Light Blue and Red — whenever possible. The colors of the signature serve as the source for our house style color palettes.

Our primary color palette contains Homeland Security Blue and Gray from the signature and adds Dark Gray and White. These colors should be employed throughout our communications and are equivalent to the

PANTONE numbers listed in the table below. For 4-color process printing, refer to the CMYK values shown. For on-screen applications (video, broadcast), refer to the RGB Video values specified. For Web applications, refer to the RGB Web values.

The PANTONE and CMYK values provided can be used on both coated and uncoated paper when printing. Although variations in color will occur, try to match the colors as closely as possible.

	Pantone®	C	M	Y	K	Video			Web		
						R	G	B	R	G	B
Homeland Security Blue	2955 C	100	45	0	37	0	47	128	0	51	102
Homeland Security Gray	Cool Gray 6 C	0	0	0	28	176	177	179	153	153	153
Homeland Security Dark Gray	Cool Gray 11 C	0	0	0	79	54	54	54	51	51	51
Homeland Security White		0	0	0	0	255	255	255	255	255	255

Secondary or Support Palette

The other colors from the Seal — Homeland Security Red, Light Blue and Green — make up our secondary color palette, which are used to enhance our communications in backgrounds, headlines and other supporting design elements.

Homeland Security Red	187 C	0	100	79	20	165	0	33	204	0	51
Homeland Security Light Blue	307 C	100	16	0	27	0	112	178	0	102	153
Homeland Security Green	370 C	56	0	100	27	89	134	0	51	153	0

Typography

Typography plays a major role in shaping a brand because it helps create a consistent look and feel. For all Homeland Security communications, one typeface — Joanna MT — is preferred. This typeface has been chosen because it complements the look of the Homeland Security wordmark.

When Joanna MT is not available on your computer, you may substitute Times New Roman for Joanna MT.

ITC Franklin Gothic has been selected as a secondary or complementary font for Joanna MT. It may be used for headlines, subheads, captions and other supporting text.

When ITC Franklin Gothic is not available on your computer, you may substitute Arial for ITC Franklin Gothic.

Joanna MT

abcdefghijklmnopqrstuvwxyz
1234567890\$&?{}
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ITC Franklin
Gothic Book

abcdefghijklmnopqrstuvwxyz
1234567890\$&?{}
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Imagery — Introduction

Imagery is an integral and vital part of Department of Homeland Security communications. Visual imagery — specifically photography — conveys the spirit and energy of our homeland and helps bring its essence to life.

Since imagery will be used in applications from print to the Web, we must ensure that it consistently captures the best of our homeland, our employees and our commitment to proactive protection.

Following our house style will ensure that our communications will have a recognizable look and feel.

Two types of imagery are appropriate for our house style: conceptual and documentary. Conceptual imagery idealizes the homeland we protect and our ways of protecting it. Documentary imagery dramatizes our daily activities; these types of images may have a journalistic feel.

When preparing or selecting imagery, keep in mind these characteristics, which represent the essence of who we are.

Trustworthy
Accessible
Resourceful
Determined

Reassuring
Proactive
Innovative
Committed

Authoritative
Protective
Aggressive

These imagery guidelines can also be provided to photographers to help them create original imagery for the DHS.

Please also consult the “Grid System” portion of these house style guidelines for a more complete understanding of how to use imagery in designs and layouts.



Conceptual Imagery — What We Protect

As these examples suggest, conceptual imagery highlights the natural attributes of the homeland we protect. Idealized portraits of our national symbols are also part of this image category.

If you are interested in using any of these specific images, please contact the source listed and reference the image number.



Getty Images ID# ab64993



Getty Images ID# rbv1_67



Getty Images ID# AA0408844



Getty Images ID# 200025559-001



Getty Images ID# thic0020841



Getty Images ID# E008263



Getty Images ID# ngs0_7916



Getty Images ID# ba19596



Getty Images ID# ab68106



Getty Images ID# TR002823



Getty Images ID# ngs0_8509



Getty Images ID# E014045



Photonica ID# dv685038



Getty Images ID# bot54543



Getty Images ID# ngs0_680

Conceptual Imagery — How We Protect the Homeland

In conceptual images that show how we protect the homeland, our actions and our homeland's protective infrastructure have been abstracted from specific, identifiable places, activities or people. This abstraction process makes this imagery different from the imagery that documents our daily activities.

If you are interested in using any of these specific images, please contact the source listed and reference the image number.



Photonica ID# 05978000211



Photonica ID# 05978000273



Photonica ID# 06539000049



Photonica ID# 05978000318



Getty Images ID# dv093019



Photonica ID# 06553000051



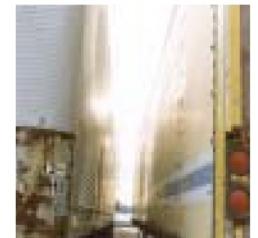
Getty Images ID# tr001757



Photonica ID# 304200045



Getty Images ID# 10186263



Photonica ID# 06581000085



Getty Images ID# ec6696-001



Photonica ID# 629200020



Photonica ID# bd9428-001



Photonica ID# 602600115



Getty Images ID# dv635051



CBP Images ID# 117_5fuh60_5f270



CBP Images ID# cia_5f01_5fhires



CBP Images ID# cia_5f08_5f270



Getty Images ID# dv738029



Getty Images ID# fi_5f11_5f270

Documentary Imagery — Our Daily Activities

This type of imagery documents our daily activities; these types of images may have a journalistic feel. Our actions and interactions with the public are of an amazingly wide variety and so our documentary imagery will range correspondingly from the mundane to the dramatic.

Please consider the intentions of the communication when selecting an appropriate image.

If you are interested in using any of these specific images, please contact the source listed and reference the image number.



CBP Images ID# [cis_5f07_5f270](#)



CBP Images ID# [pfw_5f10_5f270](#)



CBP Images ID# [crazy_5f13_5f270](#)



CBP Images ID# [china_5fmed](#)



CBP Images ID# [b_5f06_5f270](#)



CBP Images ID# [ridge_5foperation_5_fpredat](#)



CBP Images ID# [ci_5f13_5f270](#)



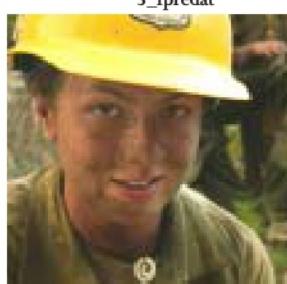
CBP Images ID# [srt_5f11_5f270](#)



CBP Images ID# [hs_5f07_5fhigres](#)



FEMA Image ID# [LA_1437_87](#)



FEMA Image ID# [Montana%20fire_Granite%20Cr1](#)



CBP Images ID# [ci_5f05_shires](#)



FEMA Image ID# [ok_0202_1401_08](#)



FEMA Image ID# [pr_11_96_16](#)



FEMA Images ID# [WA_Ridge_072403_1](#)

Cropping Images

Dynamic cropping can add drama to an image. Unusual colors or lighting, extreme close-ups and interesting angles may be emphasized through creative cropping. The focus of the image may be significantly altered and convey a different message than the non-cropped image.

By eliminating specific, identifiable places, activities or people from an image, cropping can be a way of making a conceptual image from a documentary image. This process is demonstrated in the first example below.

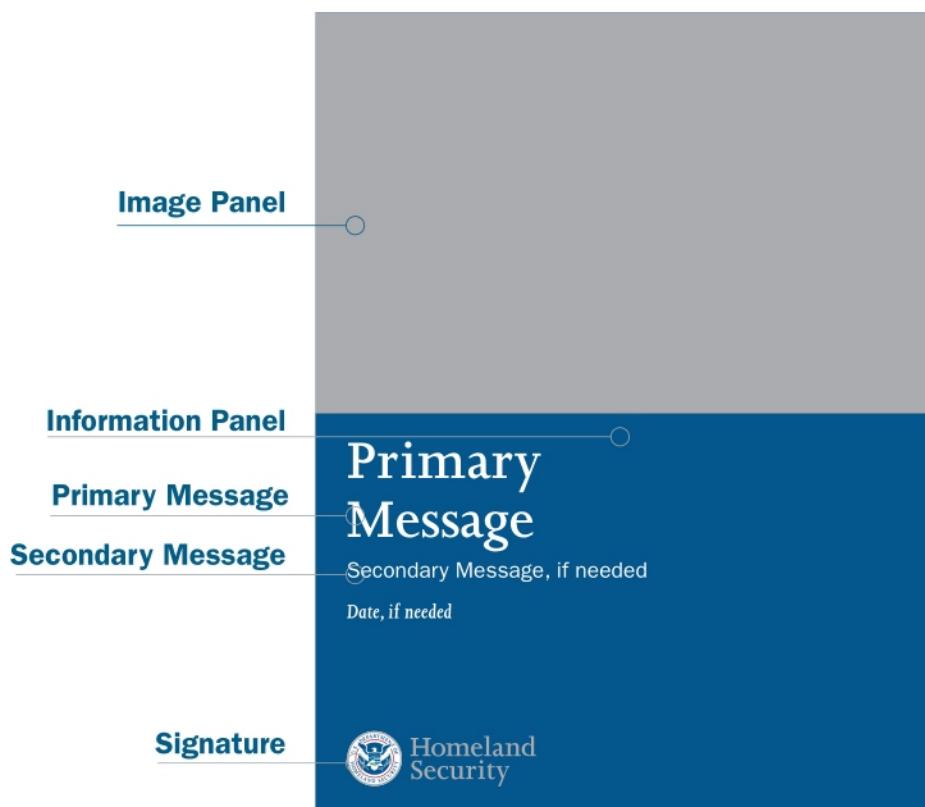


DHS Grid System Components — Introduction

The front-facing element of DHS communications — whether a brochure cover or a website homepage — follows a basic grid system. This grid system organizes the house style components in a consistent fashion, enhancing the public's recognition of what is and is not a DHS communication while streamlining design decisions.

The DHS Grid System is made up of four essential components:

- The image panel
- The information panel
- Primary and secondary messages
- The signature



The grid splits the front-facing element of a communication horizontally into two halves.

One half is the image panel. This image panel may contain a photograph or a color field in a color selected from the house style primary or secondary palette.

The other half is the information panel, which contains a short primary message in large type and, if needed, below the primary message, a secondary message in smaller type. If needed, a date can be added below the message(s).

The signature is always placed at the bottom of the information panel and aligns flush left with the message type. The signature clearspace, at minimum, must be respected at all margins.

The placement of the image and information panels can be switched to add variety to our communications. For some communications, the information panel will be more appropriate above the image panel.

DHS Grid System Components — Examples

Examples of various grid options.

1) 8.5" x 11"
cover option with
image panel
on bottom

2) Slim Jim
cover option with
image panel
on bottom

3) 8.5" x 11"
cover option with
image panel on top

4) Slim Jim
cover option with
image panel on top

5) 5.5" x 8.5"
cover option with
image panel on top

6) 8.5" x 11"
cover option with
image and message
panels appearing in
solid DHS Dark Gray

7) 8.5" x 11"
cover option with
image panel on
bottom in solid
DHS Red

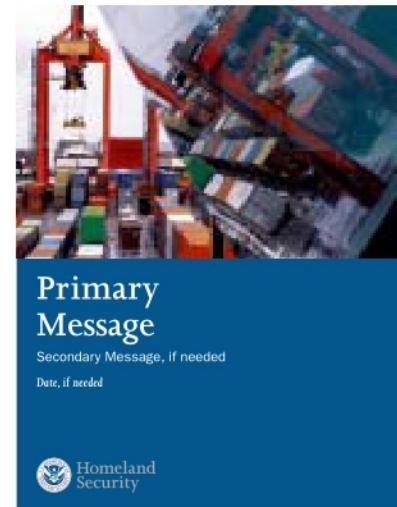
8) 5.5" x 8.5"
cover option with
image panel on
bottom in solid
DHS Light Blue
image panel



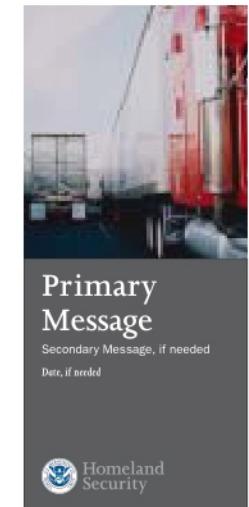
1



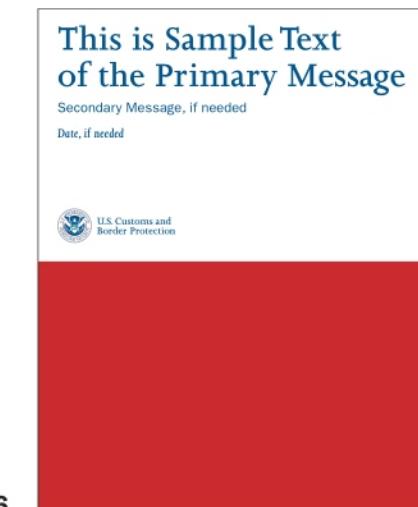
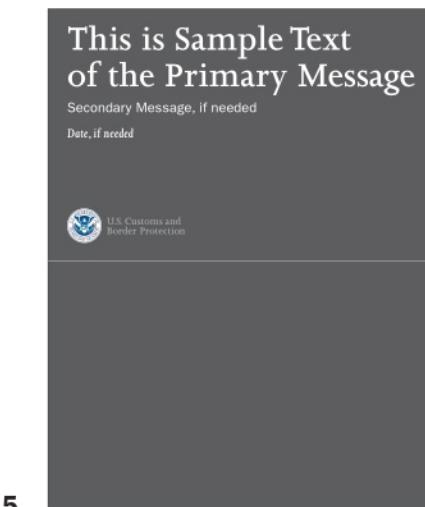
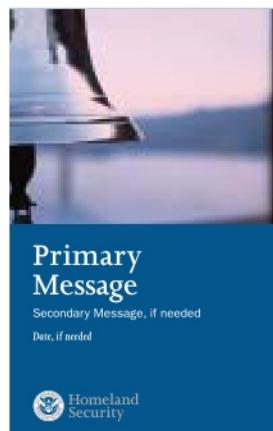
2



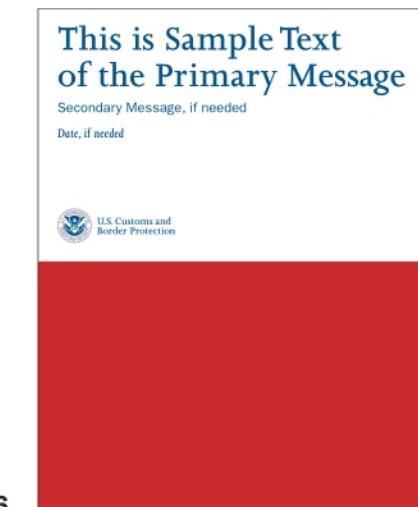
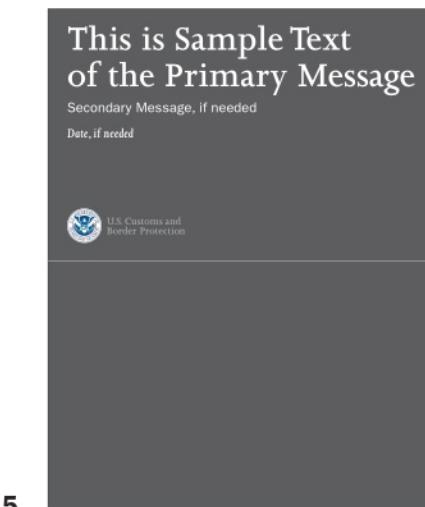
3



4



5



6

7

8

Grid Example 8.5" x 11"

Example of an 8.5" x 11" grid with image panel appearing on top.

Information Panel
DHS Blue (PMS 2955)

Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

Date
Joanna MT
Semibold Italic 22pt
leading 40pt

Signature
seal 3/4"



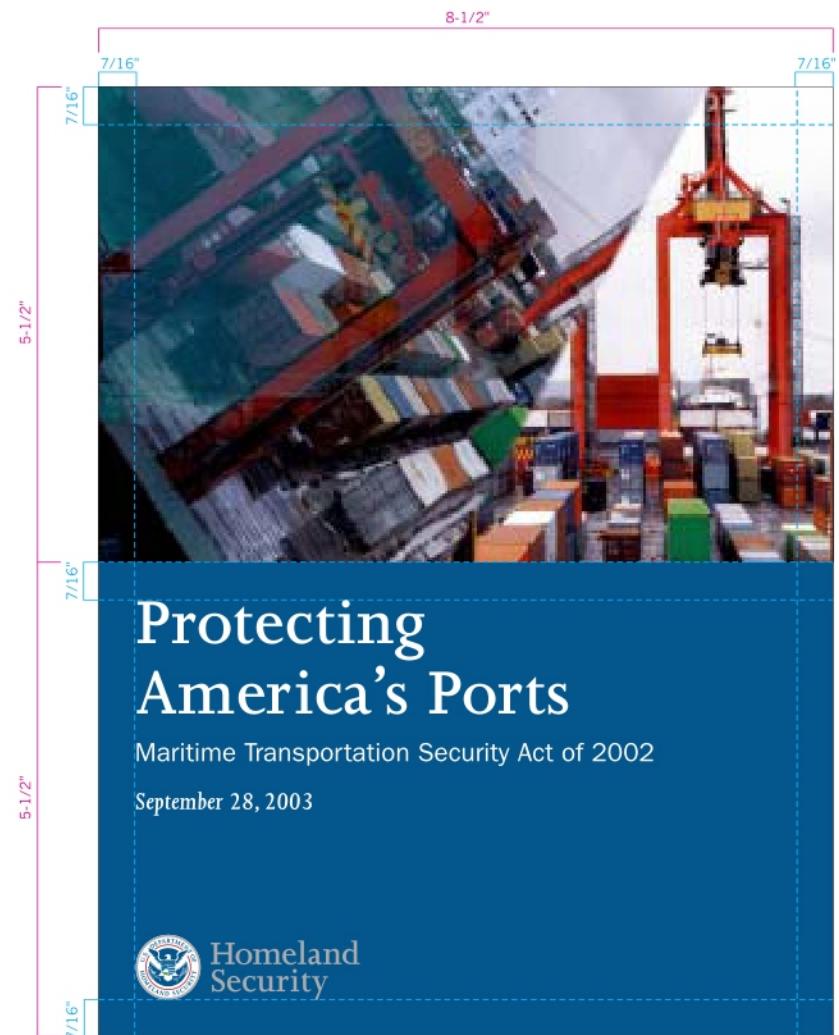
Protecting America's Ports

Maritime Transportation Security Act of 2002

September 28, 2003



Homeland
Security



Grid Example 8.5" x 11"

Example of an 8.5" x 11" grid with image panel appearing on the bottom.

Information Panel
DHS White

Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

Date
Joanna MT
Semibold Italic 22pt
leading 40pt

Signature
seal 3/4"

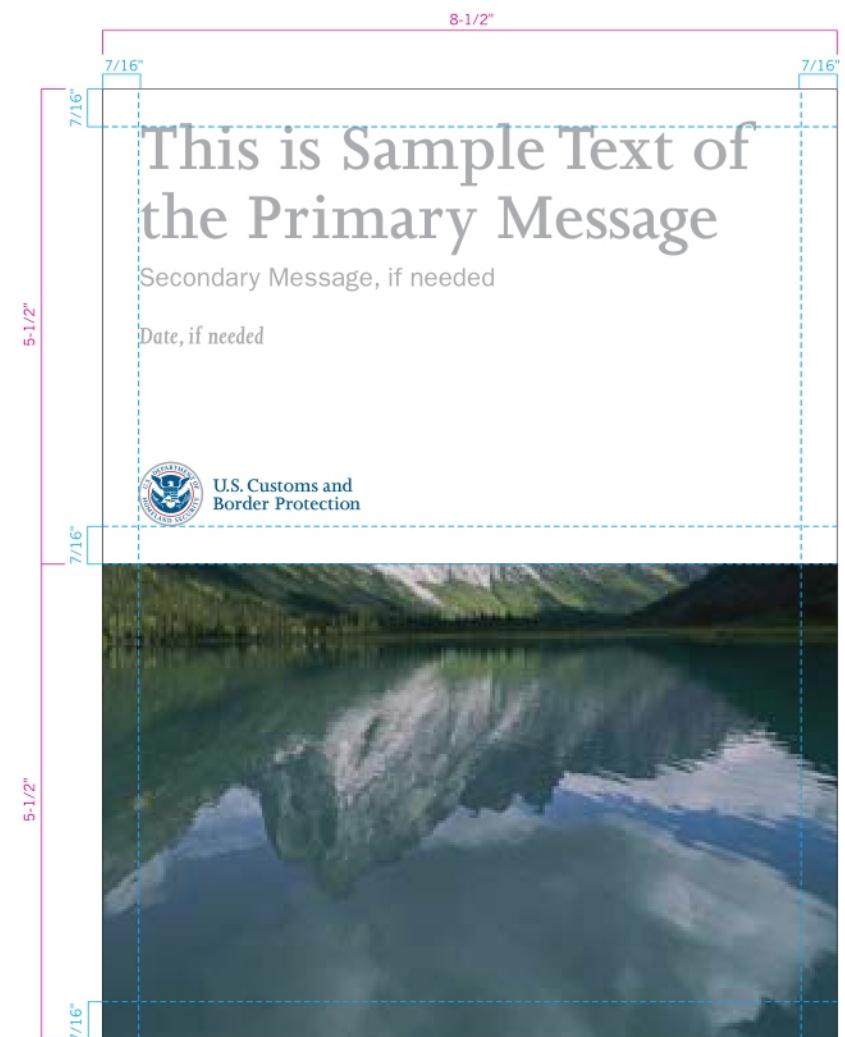
This is Sample Text of the Primary Message

Secondary Message, if needed

Date, if needed



U.S. Customs and Border Protection



Grid Example 8.5" x 11"

If the communication needs to be more proprietary, a modifier may be added to the information panel before the primary message.

This modifier may only be a program, location or center name. See page 20 of “The Department of Homeland Security Seal and Signature Usage Guidelines” for more information on Level IV branding.

Information Panel

Program Name
Joanna MT
Semibold Italic 30pt
leading 58pt

Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Date
Joanna MT Italic 22pt
leading 40pt

**Signature
seal 3/4"**



Citizen Corps

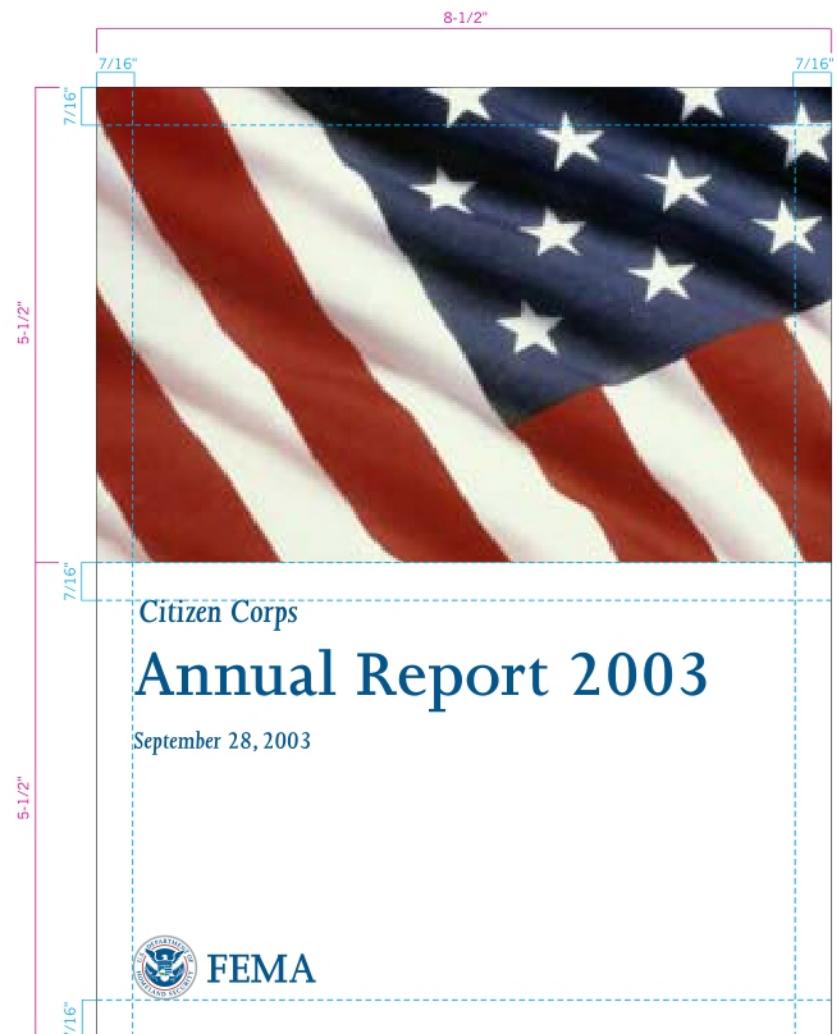
Annual Report 2003

September 28, 2003



FEMA

Below are examples of 8.5" x 11" grids with a primary message modifier.



Grid Example 8.5" x 11"

Example of an 8.5" x 11" grid with image panel appearing on top.

Information Panel
DHS Dark Gray
(PMS Cool Gray 11)

Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

Date
Joanna MT Italic 22pt
leading 40pt

Signature
seal 3/4"

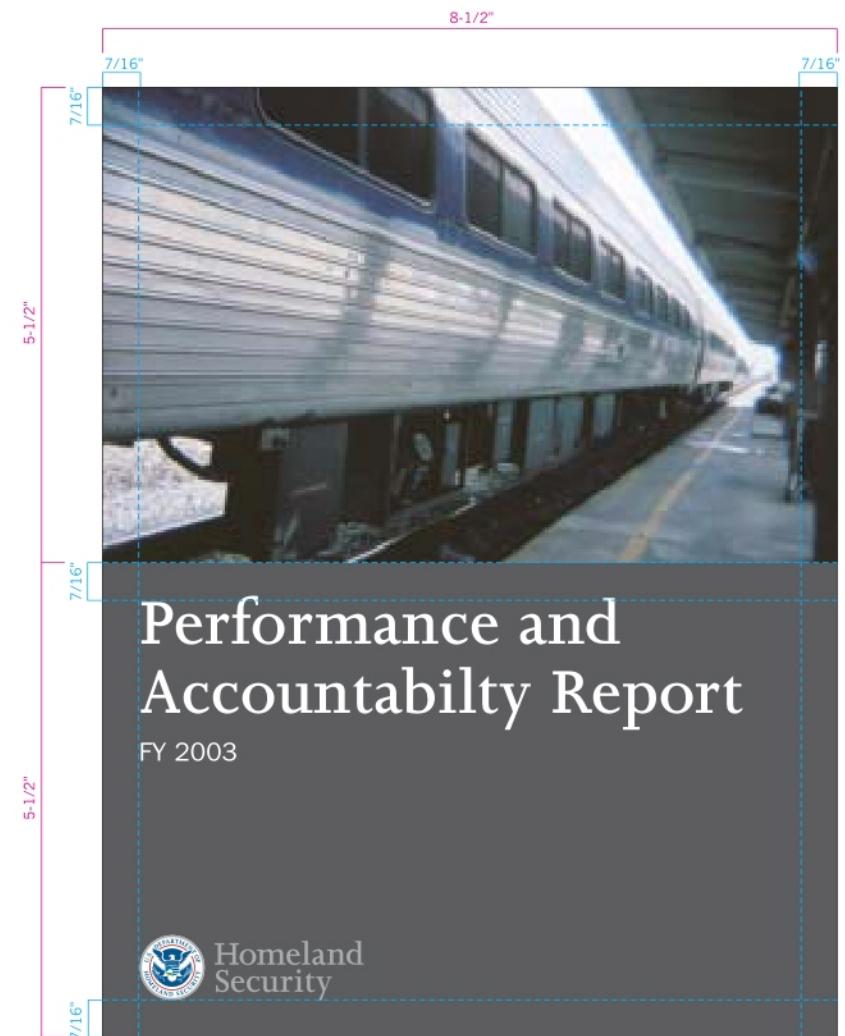


Performance and Accountability Report

FY 2003



Homeland
Security



Grid Example 8.5" x 11"

Example of an 8.5" x 11" grid for one-color application.

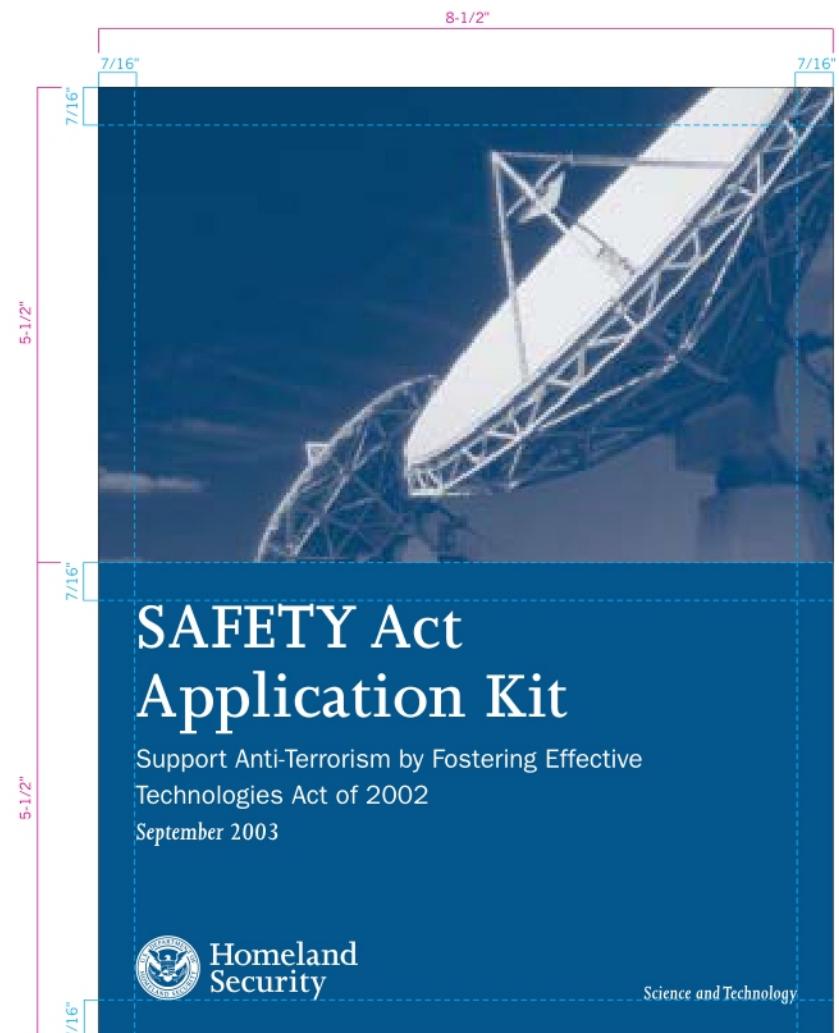
Information Panel
DHS Blue (PMS 2955)

Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

Date
Joanna MT Italic 22pt
leading 40pt

Signature
seal 3/4"



Grid Example 8.5" x 11"

Example of an 8.5" x 11" two-color application.

Image Panel
DHS Gray
(PMS Cool Gray 6)

Information Panel
DHS Blue (PMS 2955)

Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

Date
Joanna MT Italic 22pt
leading 40pt

Signature
seal 3/4"

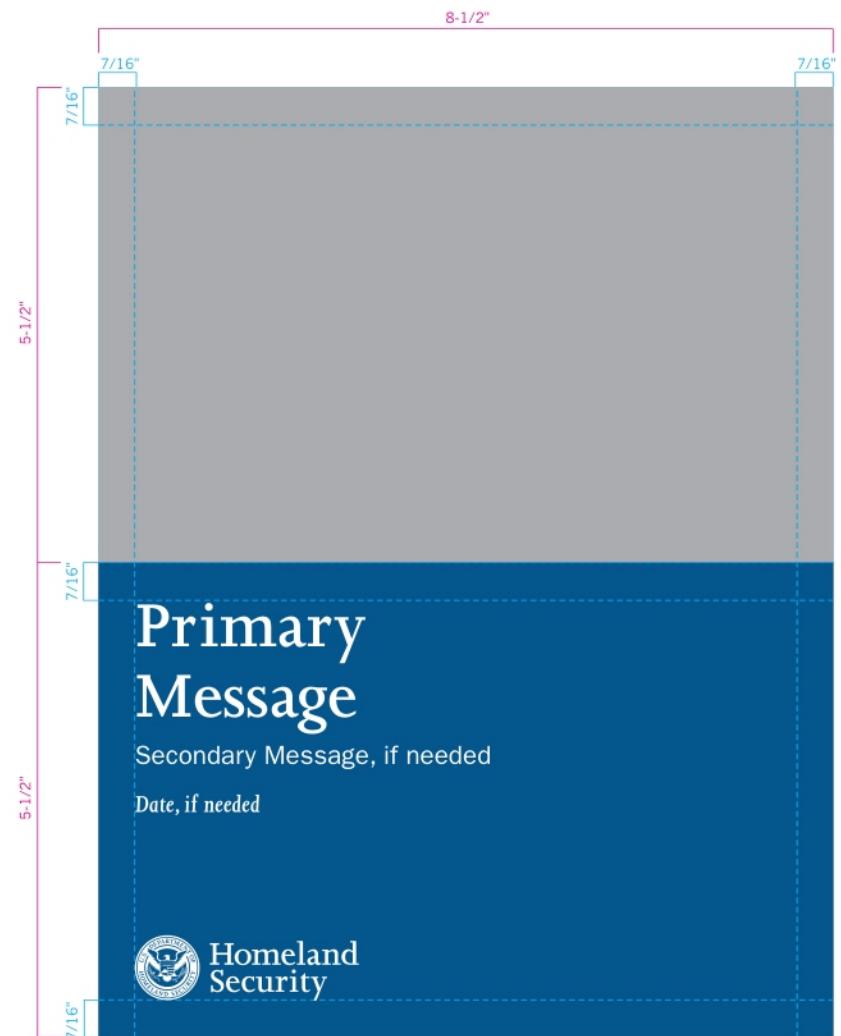
Primary Message

Secondary Message, if needed

Date, if needed



Homeland
Security



Grid Example 8.5" x 11"

Example of an 8.5" x 11" two-color application.

A secondary or support color may be used in the image panel. Please note that the background color of the information panel must be white or the same color as the image panel.

Information Panel
DHS Light Blue
(PMS 307)

Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

Date
Joanna MT Italic 22pt
leading 40pt

Signature
seal 3/4"

Divider Rule
DHS White

Image Panel
DHS Light Blue
(PMS 307)

This is Sample Text of the Primary Message

Secondary Message, if needed

Date, if needed



U.S. Customs and
Border Protection

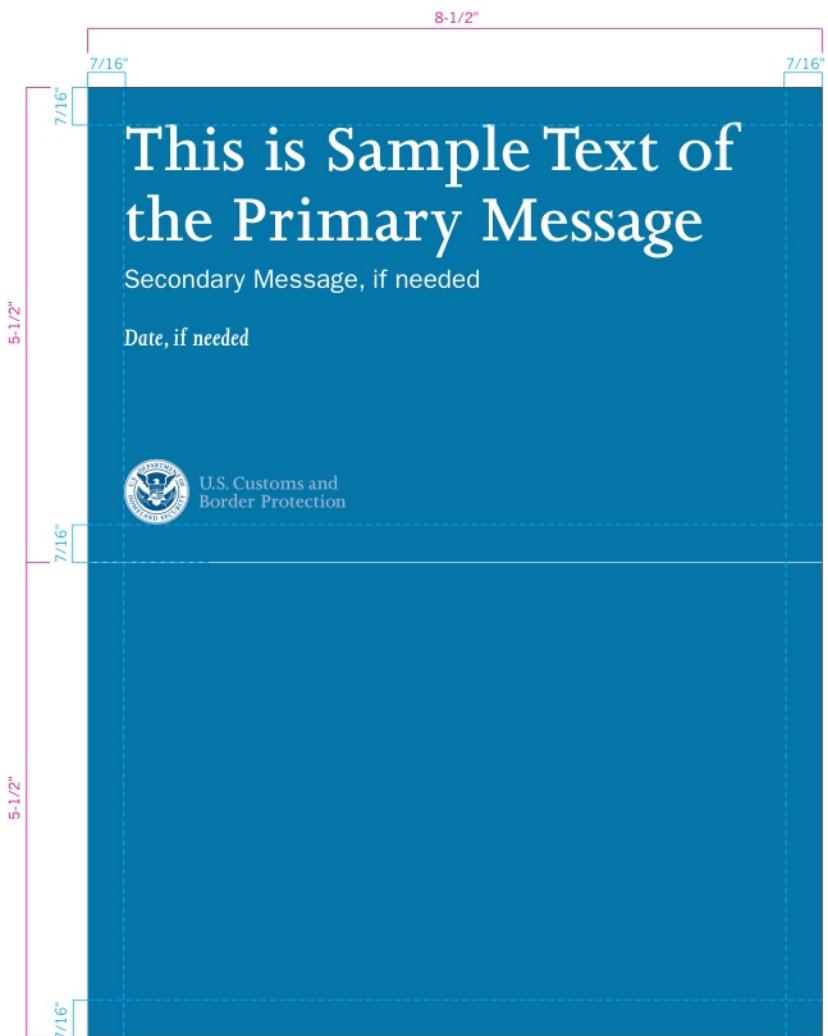
This is Sample Text of the Primary Message

Secondary Message, if needed

Date, if needed



U.S. Customs and
Border Protection



Grid Example 8.5" x 11"

Example of an 8.5" x 11" two-color application.

A secondary or support color may be used in the image panel. Please note that the background color of the information panel must be white or the same color as the image panel.

Information Panel
DHS White

Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

Date
Joanna MT Italic 22pt
leading 40pt

Signature
seal 3/4"

Image Panel
DHS Red
(PMS 187)

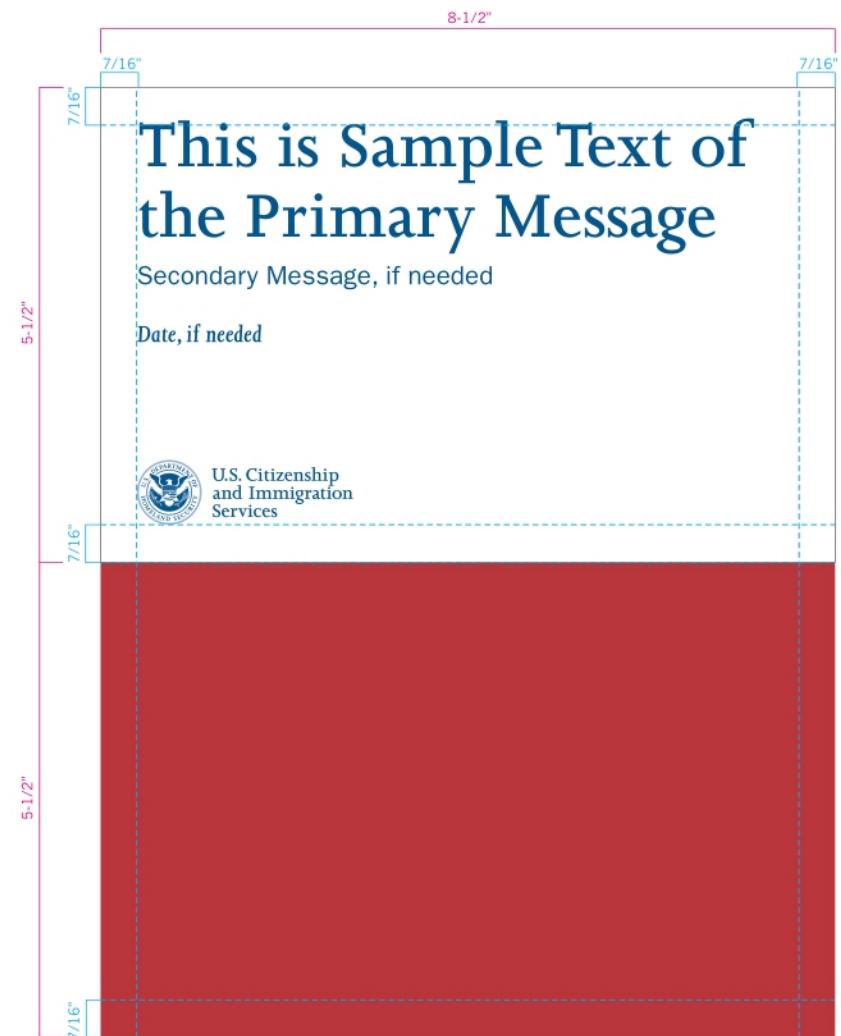
This is Sample Text of the Primary Message

Secondary Message, if needed

Date, if needed



U.S. Citizenship
and Immigration
Services



Grid Example 8.5" x 11"

Example of an 8.5" x 11" 4-color application.

A secondary or support color may be used in the image panel. Please note that the background color of the information panel must be white or the same color as the image panel.

Information Panel
DHS White

Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

Date
Joanna MT Italic 22pt
leading 40pt

Signature
seal 3/4"

Image Panel
DHS Green
(PMS 370)

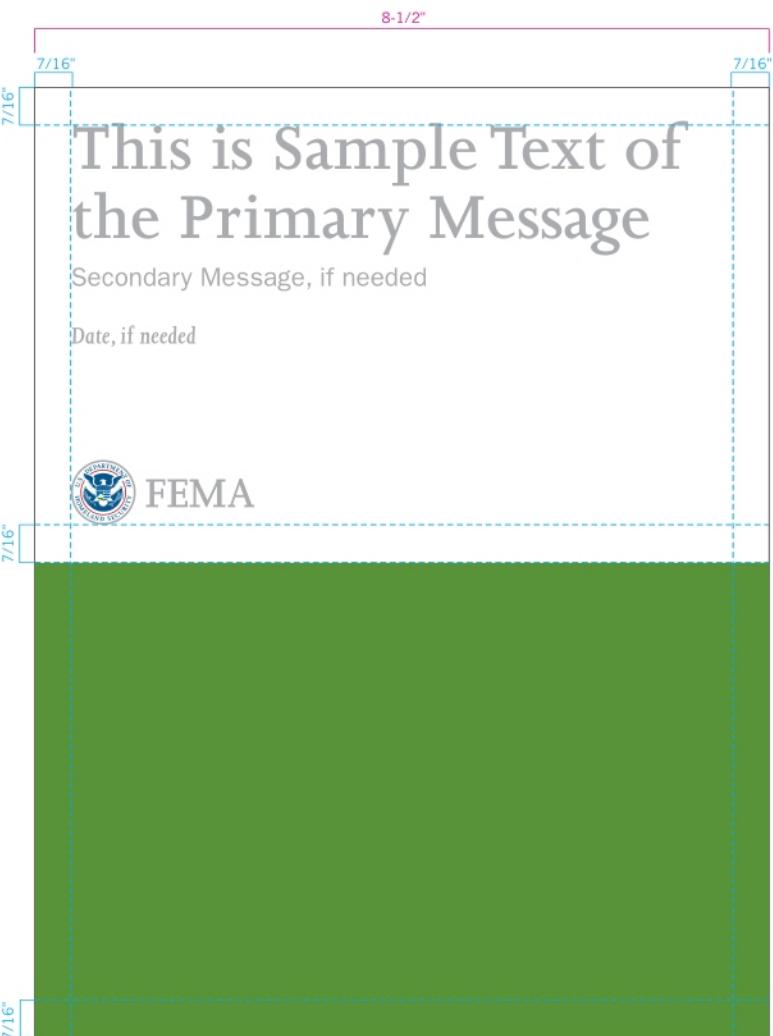
This is Sample Text of the Primary Message

Secondary Message, if needed

Date, if needed



FEMA



Grid Example 8.5" x 11"

Example of an 8.5" x 11" two-color application.

A secondary or support color may be used in the image panel. Please note that the background color of the information panel must be white or the same color as the image panel.

Image Panel
DHS Light Blue
(PMS 307)

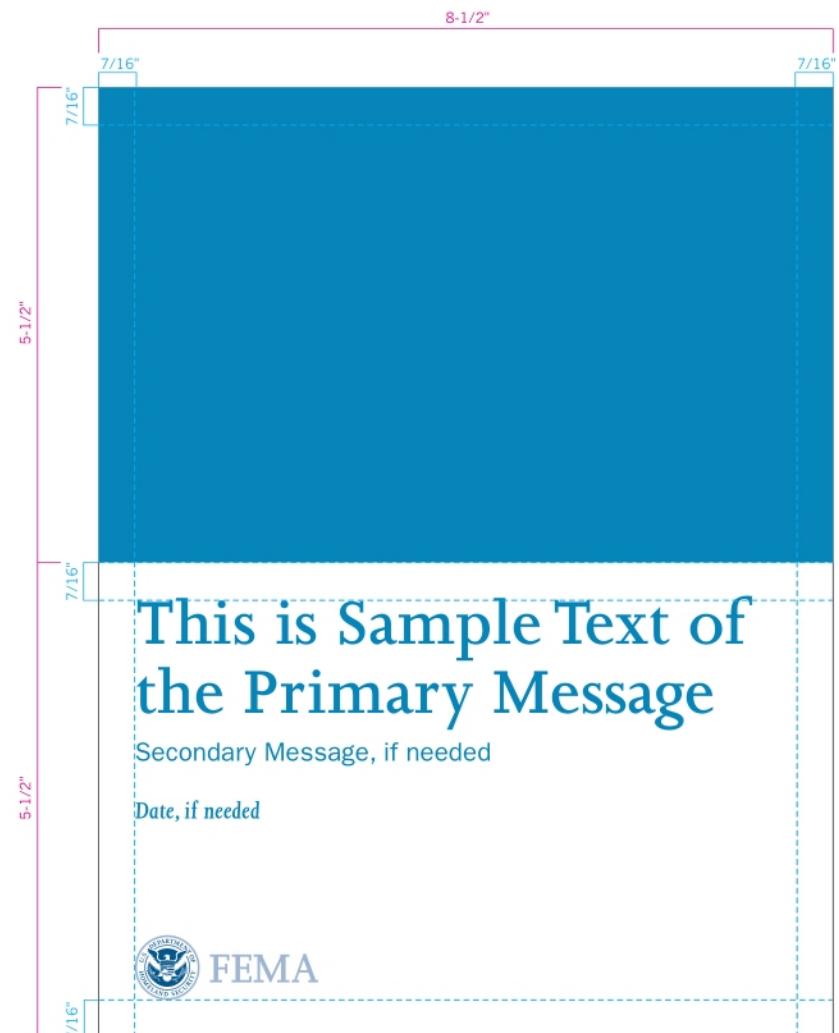
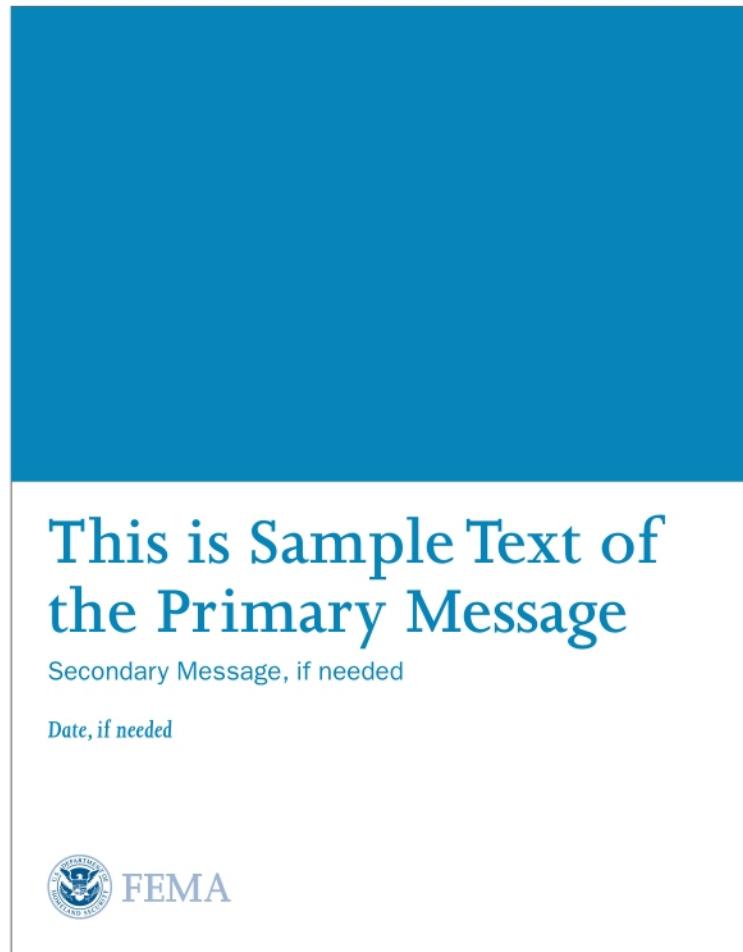
Information Panel
DHS Light Blue
(PMS 307)

Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

Date
Joanna MT Italic 22pt
leading 40pt

Signature
seal 3/4"



Grid Example 3.75" x 8.5" Slim Jim

Example of a 3.75" x 8.5" slim jim grid with image panel appearing on top.

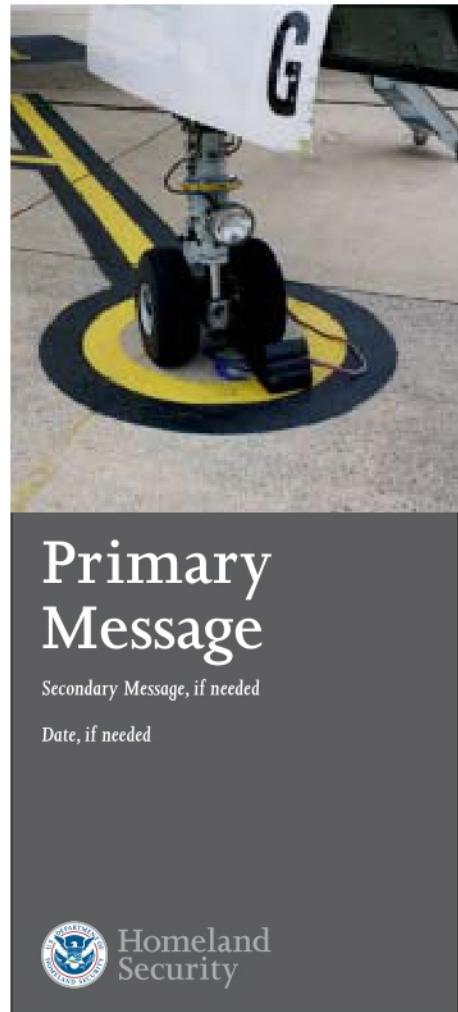
Information Panel
DHS Dark Gray
(PMS Cool Gray 11)

Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

Date
Joanna MT Italic 22pt
leading 40pt

Signature
seal 9/16"



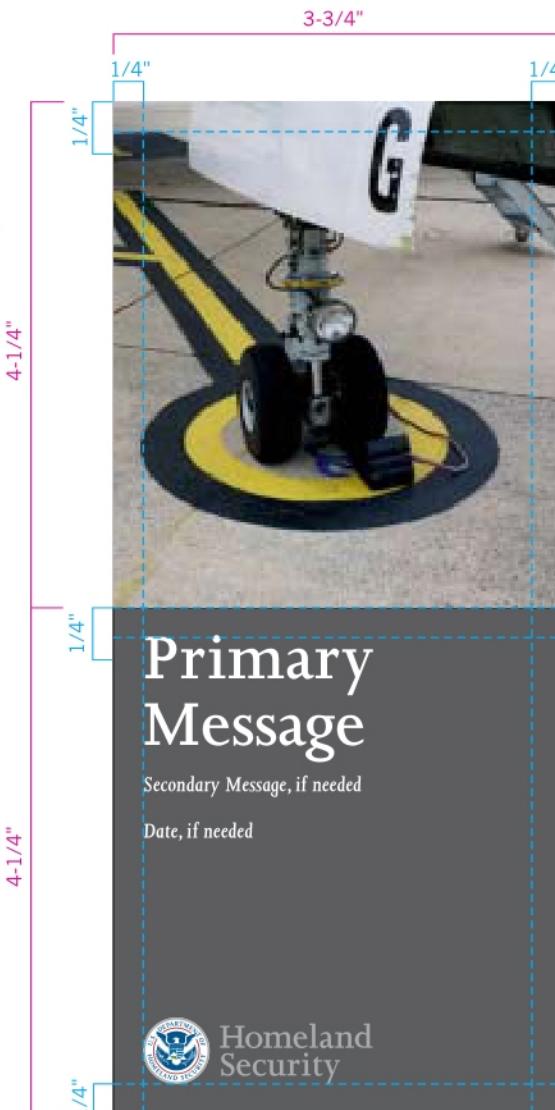
Primary Message

Secondary Message, if needed

Date, if needed



Homeland
Security



Grid Example 3.75" x 8.5" Slim Jim

Example of a 3.75" x 8.5" slim jim grid with image panel appearing on bottom.

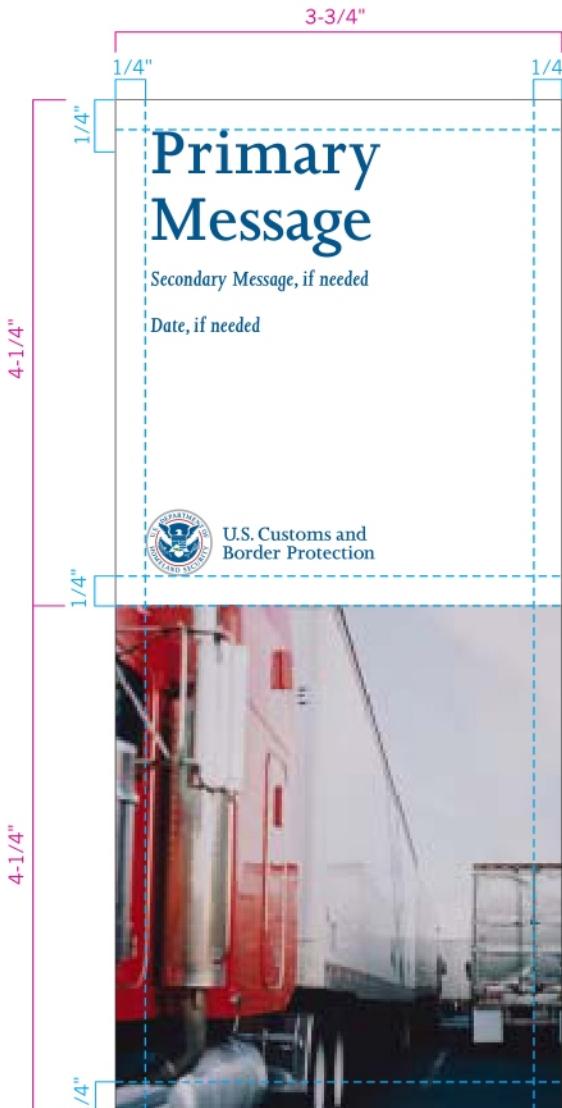
Information Panel
DHS White

Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

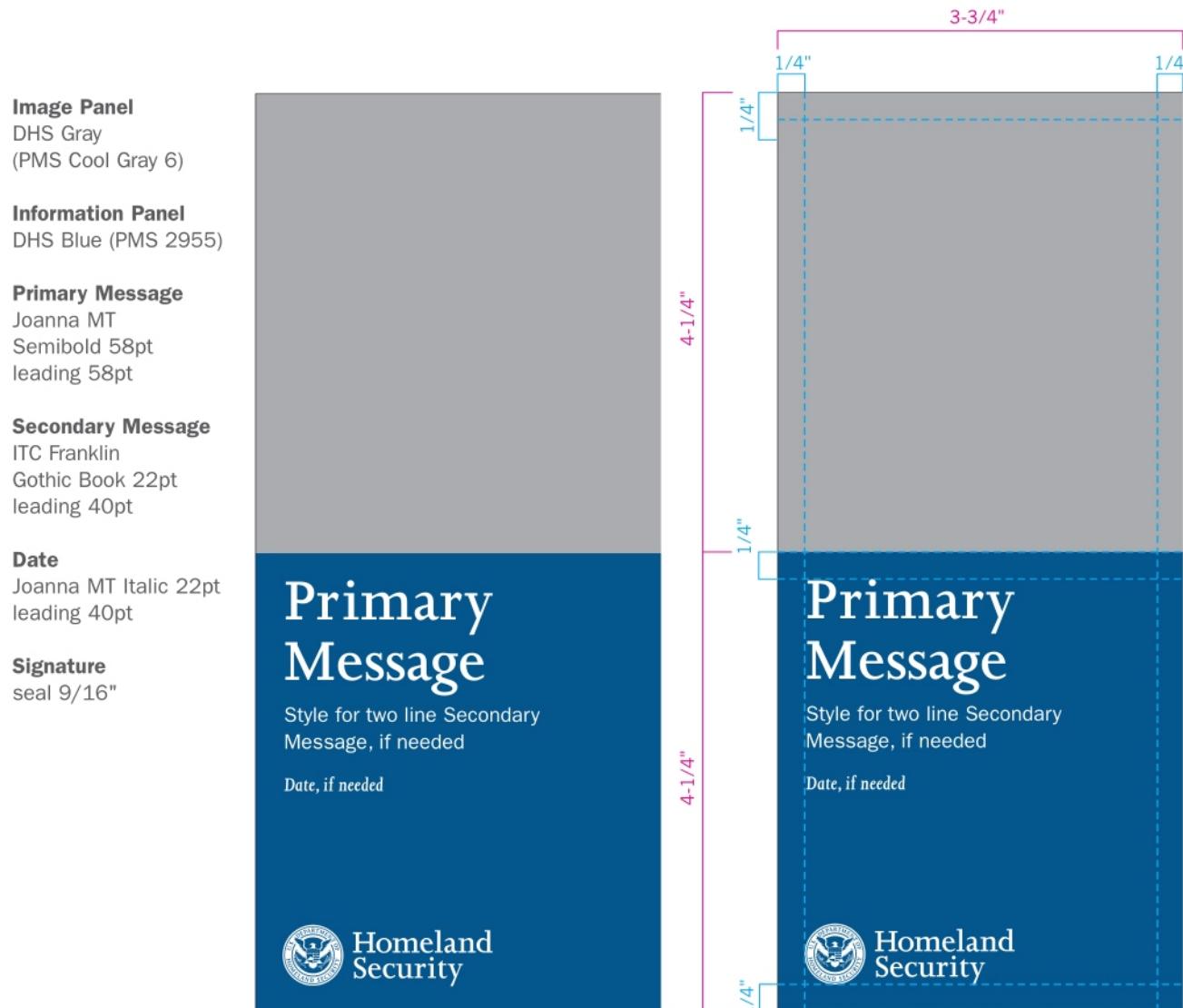
Date
Joanna MT Italic 22pt
leading 40pt

Signature
seal 9/16"



Grid Example 3.75" x 8.5" Slim Jim

Example of a 3.75" x 8.5" slim jim grid two-color application.



Grid Example 5.5" x 8.5"

Example of a 5.5" x 8.5" grid one-color application.

Image Panel
DHS White

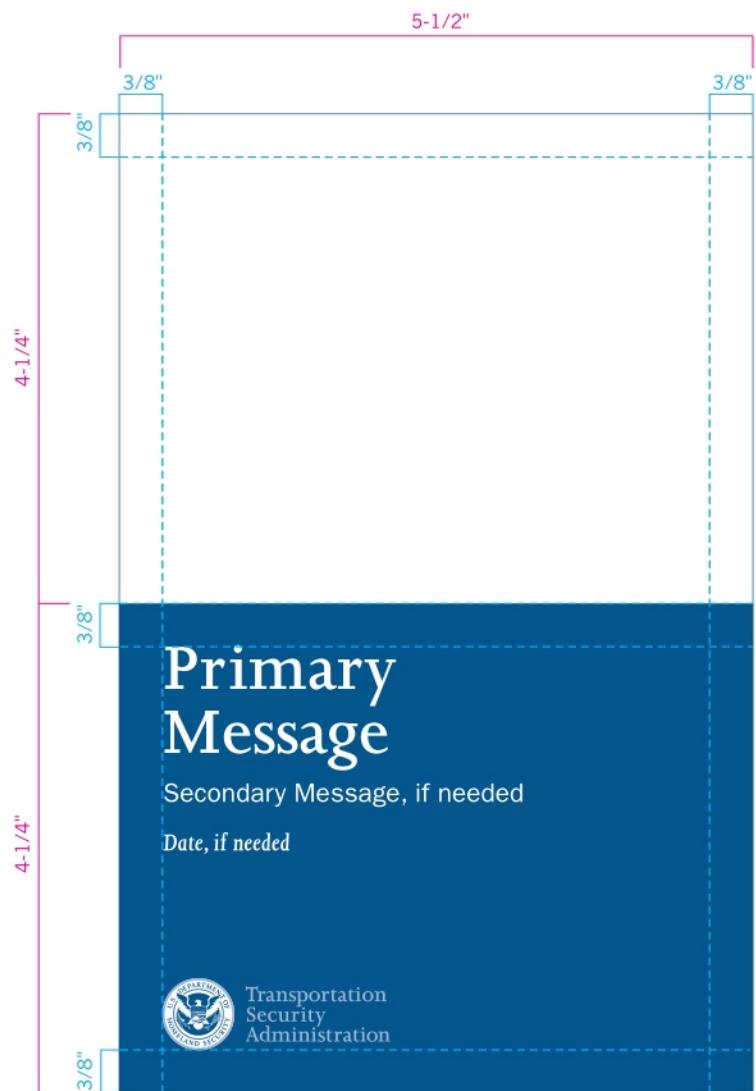
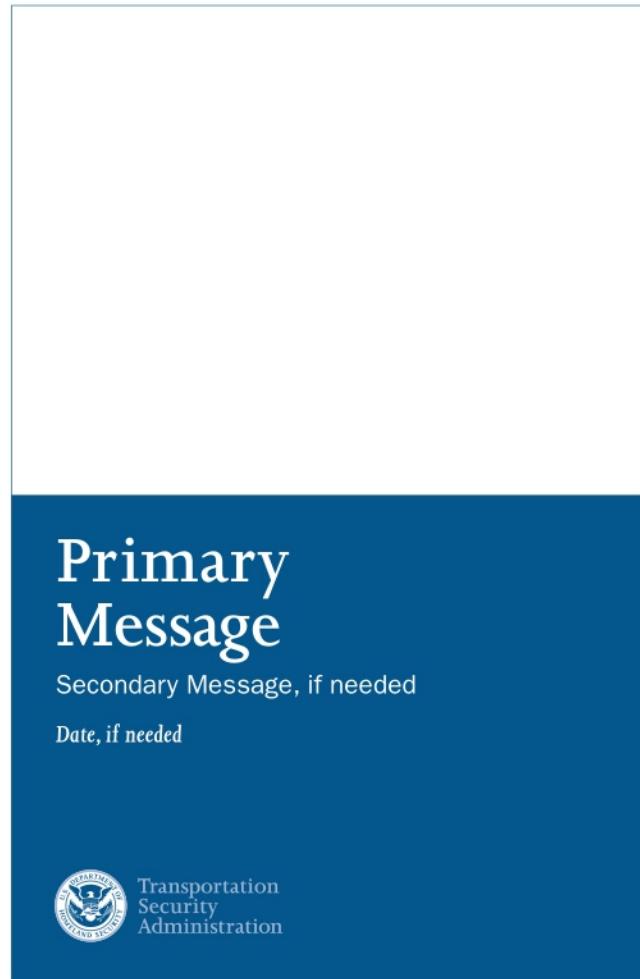
Information Panel
DHS Blue (PMS 2955)

Primary Message
Joanna MT
Semibold 58pt
leading 58pt

Secondary Message
ITC Franklin
Gothic Book 22pt
leading 40pt

Date
Joanna MT Italic 22pt
leading 40pt

Signature
seal 5/8"



Grid Example 8.5" x 11" — Brochure Interior Spread

Example of an interior spread for an 8.5" x 11" brochure.

Caption — Quote

Joanna MT Italic 11pt
leading 13pt

Caption — Attribute

Joanna MT Regular 11pt
leading 13pt

Caption — Remarks...

Joanna MT Regular 8pt
leading 9.5pt

Copy

Joanna MT Regular 11pt
leading 13pt
Single line space
between paragraphs

Page Header

Joanna MT
Semibold 36pt
leading 40pt

Page Subhead

Joanna MT
Regular 20pt
leading 36pt

Date

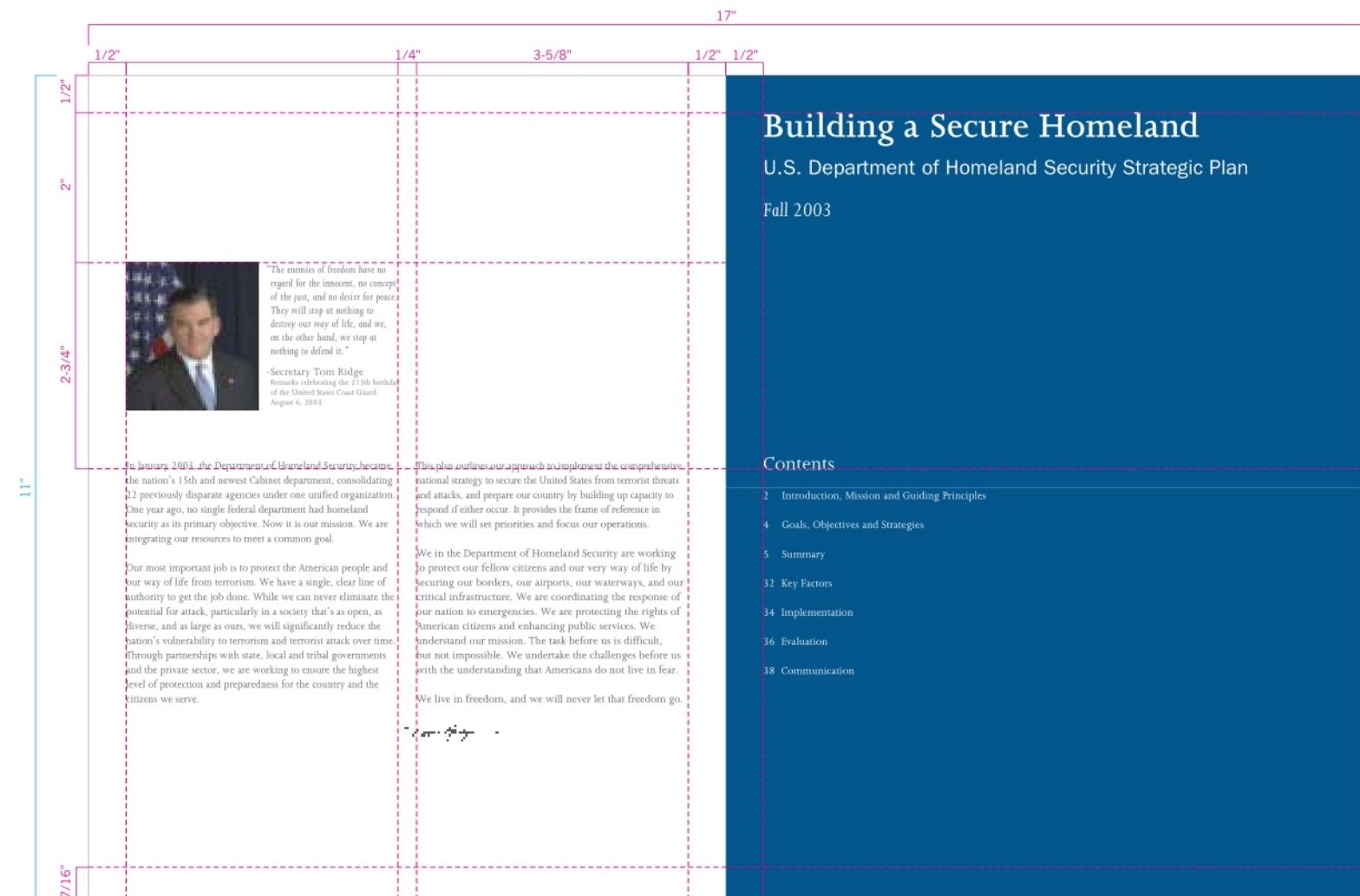
Joanna MT Italic 20pt
leading 40pt

Contents

Joanna MT
Semibold 20pt
leading 28pt

Contents Listings

Joanna MT
Regular 11pt
leading 28pt



Grid Example 8.5" x 11" — Brochure Interior Spread

Example of an interior spread for an 8.5" x 11" brochure.

Page Header
Joanna MT
Semibold 36pt
leading 40pt

Page Subhead
Joanna MT
Regular 20pt
leading 36pt

Copy Header
Joanna MT
Regular 20pt
leading 24pt

Copy
Joanna MT
Regular 11pt
leading 13pt



Grid Example 8.5" x 11" — Brochure Interior Spread

Sample Text Page 1.0

Example of an interior spread for an 8.5" x 11" brochure, using 2-column grids.

Page Header

Joanna MT
Semibold 36pt
leading 40pt

Page Subhead

Joanna MT
Regular 20pt
leading 36pt

Callout

Joanna MT
Regular 14pt
leading 20pt

Copy Subhead

Joanna MT
Regular 11pt
leading 13pt

Copy

Joanna MT
Regular 11pt
leading 13pt

Caption — Quote

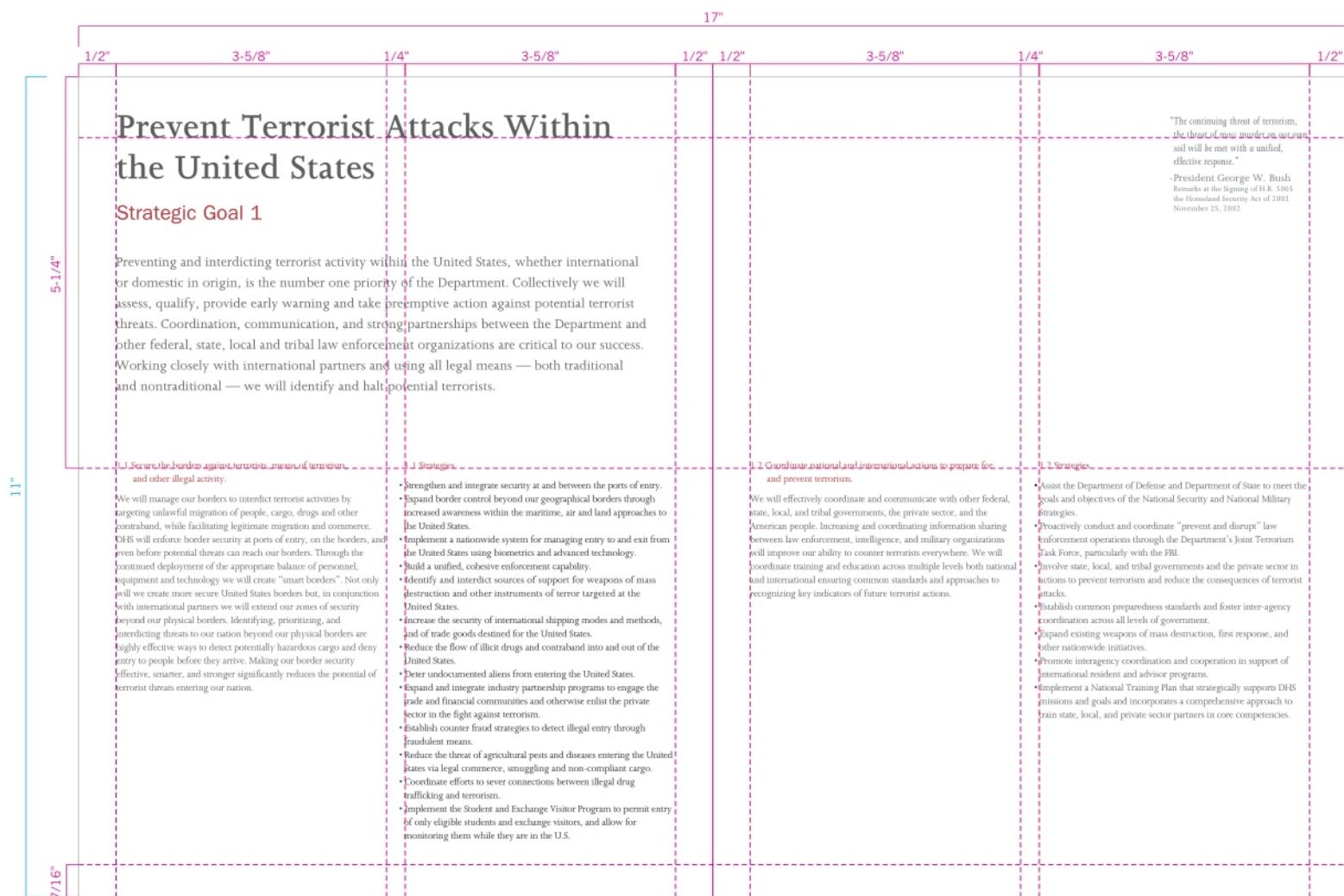
Joanna MT Italic 11pt
leading 13pt

Caption — Attribute

Joanna MT Regular 11pt
leading 13pt

Caption — Remarks...

Joanna MT Regular 8pt
leading 9.5pt



Grid Example 8.5" x 11" — Brochure Interior Spread

Sample Text Page 2.0

Example of an interior spread for an 8.5" x 11" brochure, using 3- and 4-column grids.

17"														
1/2"	1-11/16"	1/4"	1-11/16"	1/4"	3-5/8"	1/2"	1/2"	1-11/16"	1/4"	1-11/16"	1/4"	1-11/16"	1/4"	1-11/16"
5-1/4"	7/16"	1/2"	1-11/16"	1/4"	1-11/16"	1/4"	3-5/8"	1/2"	1/2"	1-11/16"	1/4"	1-11/16"	1/4"	1-11/16"
Page Header	Joanna MT Semibold 36pt leading 40pt													
Page Subhead	Joanna MT Regular 20pt leading 36pt													
Callout	Joanna MT Regular 14pt leading 20pt													
Copy Subhead	Joanna MT Regular 11pt leading 13pt													
Copy	Joanna MT Regular 11pt leading 13pt													
Caption — Quote	Joanna MT Italic 11pt leading 13pt													
Caption — Attribute	Joanna MT Regular 11pt leading 13pt													
Caption — Remarks...	Joanna MT Regular 8pt leading 9pt													

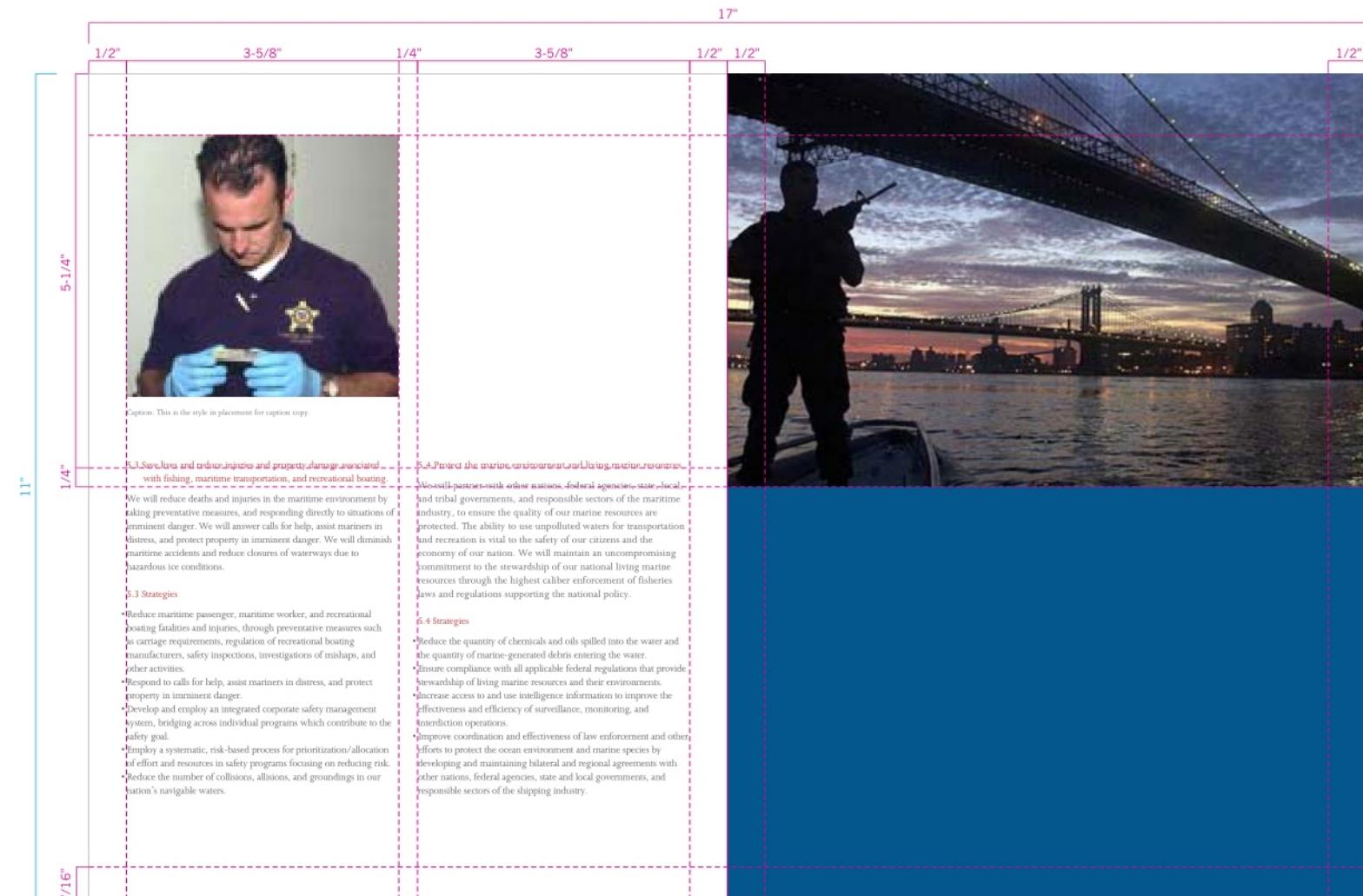
Grid Example 8.5" x 11" — Brochure Interior Spread

Example of an interior spread for an 8.5" x 11" brochure.

Copy Subhead
Joanna MT
Regular 11pt
leading 13pt

Copy
Joanna MT
Regular 11pt
leading 13pt

Photo Caption
Joanna MT Italic 8pt
leading 9.5pt



Grid Example 11" x 17" — Newsletter Interior Spread

Example of an 11" x 17" newsletter interior spread using 4- and 1-column grids.

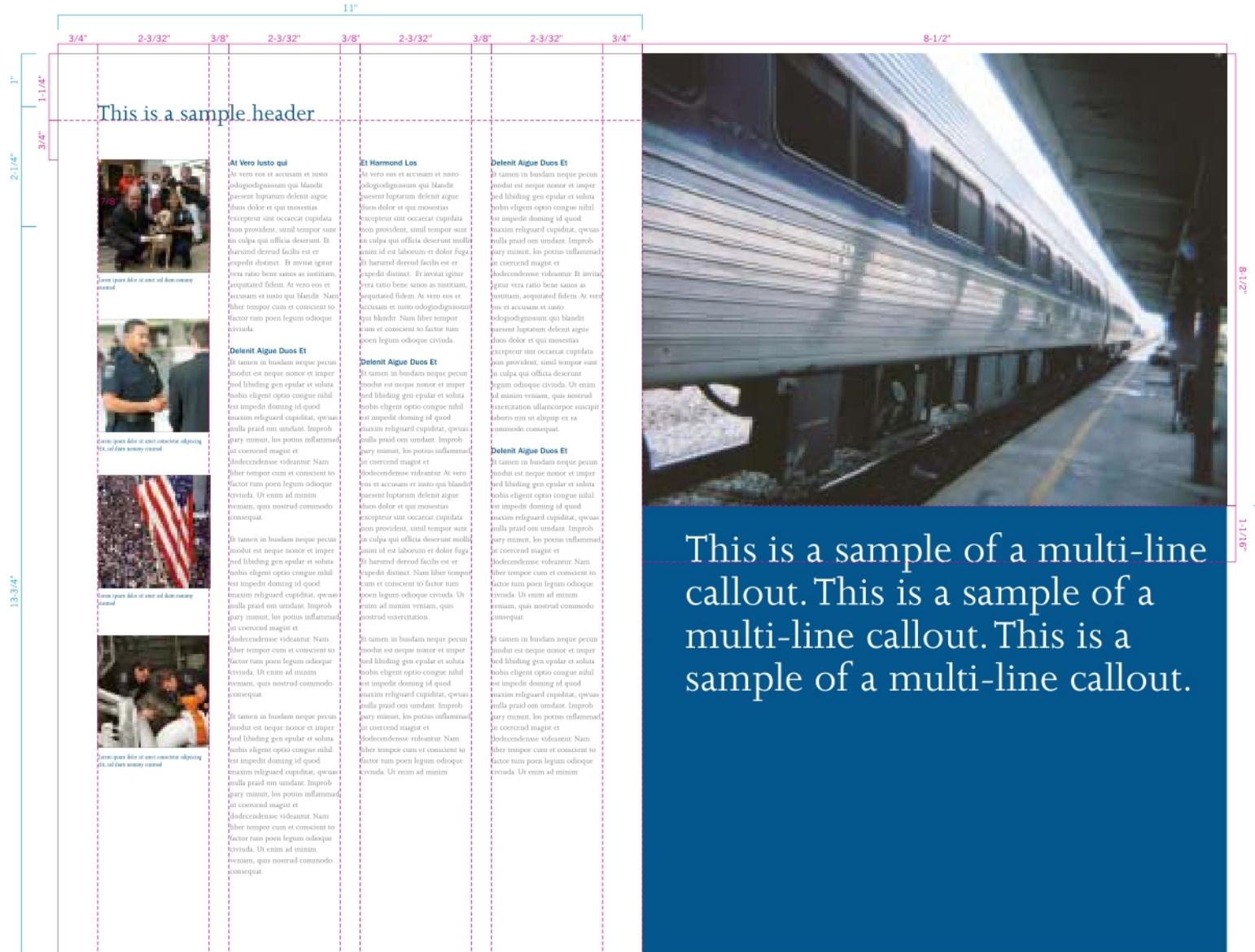
Header (left page)

Caption
Joanna MT
Italic 9pt
leading 10.5pt

Copy Heads
ITC Franklin
Gothic Medium 11pt
leading 15pt

Copy
Joanna MT
Regular 11pt in
preferred color
DHS Dark Gray
leading 15pt

**Large Callout
(right page)**



Grid Example 11" x 17" — Newsletter Interior Spread

Example of an 11" x 17" newsletter interior spread using 2- and 3-column grids.

Copy Header

ITC Franklin
Gothic Medium 11pt
in preferred color
DHS Dark Blue
leading 15pt

Copy

Joanna MT
Regular 11pt
in preferred color
DHS Dark Gray
leading 15pt

Caption

Joanna MT
Italic 9pt
leading 10.5pt



Certificate

Example of Department of Homeland Security Certificate of Achievement.

Signature

Alternate version with seal sized 2-5/16"

Certificate of Achievement

Joanna MT
Italic 36pt
leading 34pt

In recognition...

Joanna MT
Regular 20pt
leading 24pt
space above 16.5

Person's Name

Joanna MT
Regular 30pt
leading 36pt
Tracked + 40 Illustrator
+ 08 Quark

this / day of

Joanna MT
Regular 20pt
leading 32pt

Date

Joanna MT
Semibold 20pt
leading 32pt

Tom Ridge

Joanna MT
Regular 20pt



Certificate

Example of Department Endorsed Public Facing Entity Certificate of Achievement.

**Federal Law
Enforcement Training**

Joanna MT
Italic 50pt
leading 56pt

Signature
Alternate version with
seal sized 1-3/4"

Person's Name
Joanna MT
Regular 30pt
leading 36pt

has been appointed...
Joanna MT
Regular 20pt
leading 24pt
space above 16.5

Honorary Instructor
Joanna MT
Regular 36pt
leading 55pt

this / day of
Joanna MT
Regular 20pt
leading 32pt

Date
Joanna MT
Semibold 20pt
leading 40pt

Director
Joanna MT
Regular 12pt
leading 13pt



Certificate

Example of Public Facing Entity Certificate of Achievement.

Signature

Alternate version with seal sized 1-15/16"

**This Certificate
of Achievement...**

Joanna MT
Regular 20pt
leading 20pt

Person's Name

Joanna MT
Regular 30pt
leading 44pt
space above 16pt
Tracked + 40 Illustrator
+ 08 Quark

this / day of
Joanna MT
Regular 20pt
leading 32pt

Date
Joanna MT
Semibold 20pt
leading 32pt

by the Office of...
Joanna MT Regular
type 20pt
leading 24pt

Tom Ridge
Joanna MT
Regular 20pt



U.S. Department of Homeland Security
Seal and Signature Usage Guidelines



Homeland
Security

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Introduction

The seal and signature of the U.S. Department of Homeland Security were created to embody our mission and values.

As the public representation of our department, it must be reproduced with care and precision. Consistent reproduction across all types of applications—print materials, presentations, advertisements, websites, signage and even stationery—will reinforce our mission and result in a greater awareness of the Department of Homeland Security.

This manual explains the elements of the seal, the signature and the basic specifications for reproduction, including color specifications and size requirements. Examples of distortions and misuses to avoid have also been included. Please make use of these guidelines and the approved digital artwork when reproducing the Homeland Security seal and signature.

Any questions regarding the use or application of the Homeland Security seal and signature should be directed to:

Office of Public Affairs
U.S. Department of Homeland Security
202 282 8013 tel

Seal and Signature

The Homeland Security signature is made up of two elements—the seal and the wordmark.

The Seal:

A graphically styled white American eagle appears in a circular blue field. The eagle's outstretched wings break through an inner red ring into an outer white ring that contains a circular placement of the words "U.S. DEPARTMENT OF" in the top half and "HOMELAND SECURITY" in the bottom half. The outer white ring has a silvery gray border. As in The Great Seal, the eagle's left claw holds an olive branch with 13 leaves and 13 seeds while the right claw grasps 13 arrows.

Centered on the eagle's breast is a shield divided into three sections containing elements that represent the homeland "from sea to shining sea." The top element, a dark blue sky, contains 22 stars representing

the original 22 agencies and bureaus that have come together to form the department. The left shield element contains white mountains behind a green plain underneath a light blue sky. The right shield element contains four wave shapes representing the oceans, lakes and waterways alternating light and dark blue separated by white lines.

The Wordmark:

The words "Homeland Security" are placed to the right of the seal and set in upper- and lowercase letters. The words have been set in the Monotype version of the font Joanna. Each letter has been carefully drawn and placed. Use only the approved digital artwork files and never typeset, recreate or alter the seal or signature. Any change will cause inconsistencies, lessening the impact and compromising the trust of the Homeland Security seal and signature.

Homeland Security Signature: Preferred Configuration



Homeland Security

Seal

Wordmark

Seal and Signature Variations

The preferred signature lockup shown previously should be used in all applications whenever possible. If there is insufficient horizontal space, an alternate lockup that is vertically oriented can be used. In this lockup, the wordmark is centered underneath the seal, as shown in the exhibit below.

The alternate signature lockup should be used only when the preferred lockup cannot be reproduced accurately.

Use of the seal alone is reserved for special instances such as lapel pins or podium signs.

As with the preferred version of the signature, always use the approved digital artwork.



Seal Alone



Clearspace and Minimum Size

To ensure the prominence and legibility of the Homeland Security signature, always surround it with a minimum amount of clearspace. This clearspace isolates the signature from competing graphic elements, such as text, photography or background patterns, that may divert attention from the signature. As shown in the exhibit below, the clearspace for the signature is equal to the height of the uppercase letter "H" in the word "Homeland" in the size at which the signature is reproduced.

The Homeland Security signature can be used in a wide variety of sizes, but when it is sized too small, legibility is reduced and its impact is diminished. The minimum size is determined by the diameter of the seal. In printed material, the signature should not be reproduced with the seal smaller than .625" in diameter.



Primary Color Palette

The Homeland Security signature should be reproduced in full color—Homeland Security Blue, Gray, Green, Light Blue, and Red—whenever possible. These colors are equivalent to the PANTONE numbers listed in the table below. For 4-color process printing, refer to the CMYK values shown. For on-screen applications (video, broadcast), refer to the RGB Video values specified. For Web applications, refer to the RGB Web values.

The PANTONE and CMYK values provided can be used on both coated and uncoated paper when printing. Although variations in color will occur, try to match the colors as closely as possible.

The colors shown throughout this manual have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE® Color Standards. Please refer to the current edition of the Pantone color formula guide. PANTONE® is a registered trademark of Pantone, Inc.

	Pantone®	C	M	Y	K	R	G	B	R	G	B
		Video				Web			Web		
Homeland Security Blue	2955 C	100	45	0	37	0	47	128	0	51	102
Homeland Security Gray	Cool Gray 6 C	0	0	0	28	176	177	179	153	153	153
Homeland Security Red	187 C	0	100	79	20	165	0	33	204	0	51
Homeland Security Light Blue	307 C	100	16	0	27	0	112	178	0	102	153
Homeland Security Green	370 C	56	0	100	27	89	134	0	51	153	0

Typography

Typography plays a major role in shaping a brand. To help create a consistent look and feel for all Homeland Security communications, one typeface—Joanna MT—is preferred. This typeface has been chosen to complement the look of the Homeland Security wordmark.

When Joanna MT is not available on your computer, you may substitute Times New Roman for Joanna MT.

Joanna MT

abcdefghijklmnopqrstuvwxyz
1234567890\$&?{}
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Homeland Security Signature Color Variations

The preferred version of the Homeland Security signature is the full-color positive signature. This version should be used for all applications whenever possible. Signature artwork is available in spot color (PANTONE), 4-color process (CMYK) and RGB Video and RGB Web versions. These color variations also apply to the alternate signature.



Homeland Security

Description	File Name
Full-color spot (PANTONE).....	DHS_S.eps
4-color process (CMYK)	DHS_4.eps
RGB Video	DHS_V.eps
RGB Web	DHS_W.eps
Full-color spot (PANTONE), alternate	DHS_S_at.eps
4-color process (CMYK), alternate	DHS_4_at.eps
RGB Video, alternate	DHS_V_at.eps
RGB Web, alternate	DHS_W_at.eps
Seal Alone, full-color spot (PANTONE)	DHS_S_S.eps
Seal Alone, 4-color process (CMYK)	DHS_S_4.eps
Seal Alone, RGB Video	DHS_S_V.eps
Seal Alone, RGB Web	DHS_S_W.eps



Homeland Security

Description	File Name
1-color spot (PANTONE) w/tint	DHS_1_T.eps
1-color spot (PANTONE) w/tint, alternate	DHS_1_T_at.eps
Seal Alone, 1-color spot (PANTONE) w/tint.....	DHS_S_1_T.eps



Homeland Security

Description	File Name
1-color black w/tint	DHS_K_T.eps
1-color black w/tint, alternate	DHS_K_T_at.eps
Seal Alone, 1-color black w/tint.....	DHS_S_K_T.eps



Homeland Security

Description	File Name
Full-color spot (PANTONE) reverse	DHS_SR.eps
4-color process (CMYK) reverse	DHS_4R.eps
RGB Video reverse	DHS_VR.eps
RGB Web reverse	DHS_WR.eps
Full-color spot (PANTONE) reverse, alternate.....	DHS_SR_at.eps
4-color process (CMYK) reverse, alternate	DHS_4R_at.eps
RGB Video reverse, alternate	DHS_VR_at.eps
RGB Web reverse, alternate	DHS_WR_at.eps
Seal Alone, full-color spot (PANTONE) reverse	DHS_S_SR.eps
Seal Alone, 4-color process (CMYK) reverse	DHS_S_4R.eps
Seal Alone, RGB Video reverse	DHS_S_VR.eps
Seal Alone, RGB Web reverse	DHS_S_WR.eps



Homeland Security

Description	File Name
1-color spot (PANTONE 2955), reverse w/tint.....	DHS_1R_T.eps
1-color spot (PANTONE 2955), reverse w/tint, alternate	DHS_1R_T_at.eps
Seal Alone, 1-color spot (PANTONE 2955), reverse w/tint	DHS_S_1R_T.eps



Homeland Security

Description	File Name
1-color black, reverse w/tint	DHS_KR_T.eps
1-color black, reverse w/tint, alternate	DHS_KR_T_at.eps
Seal Alone, 1-color black, reverse w/tint	DHS_S_KR_T.eps

Signature Color Variations

When reproduction methods cannot accommodate color tints, use the signature variations shown below. The variations include a 1-color blue, a 1-color black and full reverses without tints.

A special use signature has been created for certain reproduction methods such as foil stamping, engraving, etching and embossing. In this signature, the white areas of the seal are transparent. Use of this signature is limited to these special applications only.



**Homeland
Security**

Description	File Name
1-color spot (PANTONE 2955)	DHS_1.eps
1-color spot (PANTONE 2955), alternate	DHS_1_at.eps
Seal Alone, 1-color spot (PANTONE 2955)	DHS_S_1.eps



**Homeland
Security**

Description	File Name
1-color black	DHS_K.eps
1-color black, alternate	DHS_K_at.eps
Seal Alone, 1-color black	DHS_S_K.eps



**Homeland
Security**

Description	File Name
*Special use	DHS_K_su.eps
*Special use	DHS_1_su.eps

*These signatures should only be used on approved applications.



**Homeland
Security**

Description	File Name
1-color spot (PANTONE 2955) reverse	DHS_1R.eps
1-color spot (PANTONE 2955) reverse, alternate..	DHS_1R_at.eps
Seal Alone, 1-color spot (PANTONE 2955) reverse ...	DHS_S_1R.eps



**Homeland
Security**

Description	File Name
1-color black reverse	DHS_KR.eps
1-color black reverse, alternate	DHS_KR_at.eps
Seal Alone, 1-color black reverse	DHS_S_KR.eps

Background Control

White is the most effective background on which to reproduce the full-color Homeland Security signature because it provides the colors with a clean, crisp contrast. The reverse version of the full-color signature can also be used with Homeland Security Blue and a 75% tint of black as background colors.

If the full-color signature appears on light backgrounds or photographs, there must always be sufficient contrast between the background or photograph and the signature colors. If the signature is being placed on a background or photograph where the full-color signature will be illegible, use one of the reverse signatures.



**Homeland
Security**



**Homeland
Security**



**Homeland
Security**



**Homeland
Security**



**Homeland
Security**



**Homeland
Security**

Signature Misuses

Incorrect use of the Homeland Security signature can compromise its integrity and effectiveness. Shown below is a small and by no means comprehensive sample of possible misuses.

To ensure accurate and consistent reproduction of the signature, always use the approved digital artwork. Never alter, add to or recreate the Homeland Security signature.



Do not change the arrangement of the preferred signature lockup.



Do not change the arrangement of the alternate signature lockup.



Do not change the color of the wordmark or seal.



Do not re-typeset or outline the wordmark.



Do not place the seal within a shape.



Do not distort the seal or wordmark.



Do not use the full-color signature with the color background showing through the seal.

Signature Naming Convention

Use this naming convention guide to select the appropriate electronic signature for reproduction. The file formats provided are explained below.

EPS Format:

The EPS format is for applications that require high-resolution artwork for reproduction—for example, anything that is press-printed or for large-scale projects such as banners or signage. EPS signatures can be proportionally scaled (enlarged and reduced) without degradation in quality. EPS files can be imported into or opened by page layout and illustration software such as QuarkXPress, Illustrator or Photoshop.

Color Category:

4 = CMYK (4-color process)
1 = one spot color — Homeland Security Blue
S = spot (Pantone) Homeland Security Blue, Gray, Green, Light Blue and Red

K = Black
V = RGB Video
W= RGB Web-safe

Print only

Tint:

T=signature with tints

Alternate:

at = alternate — alternate signatures are used only in a constrained horizontal space.

Special Usage:

su = special usage — used only on approved applications.

DHS **S_4_R_T_at_su.ext**

Cabinet:
DHS =
Department
of Homeland
Security

Seal:
S=Seal Alone — for use in special instances such as lapel pins.

Reverse:
R = reverse — for use on a dark background.

Extension: File type and what it is used for.

How Images Are Supplied

.eps = EPS (for print and vendor use) Supplied as vector-based art, scalable for large applications; these files may be used at any size. Ideal for high-end print and display use.
Color Formats: CMYK, RGB, Grayscale, spot (Pantone) color

.jpg = JPEG (for Internet, intranet, PowerPoint and Word) Supplied at 100 DPI for optimum appearance online. Ideal when a small file size is needed.
Color Formats: CMYK, RGB, Grayscale

.bmp= BMP (for PowerPoint, Word and other publishing software) Supplied at 100 DPI for optimum appearance in presentations and laser prints.
Color Formats: RGB, Grayscale

.tif = TIFF (for PowerPoint, Word and other publishing software) Supplied at 125 DPI for optimum appearance in presentations and laser prints.
Color Formats: CMYK, RGB, Grayscale

 The abbreviations in the shaded fields appear in a file name only when applicable to a given signature.

U.S. Department of Homeland Security Branding System

U.S. Department of Homeland Security Branding System

The objectives of our branding system are to:

- Focus and build impact for Homeland Security, reflecting a more modern and non-bureaucratic form of government.
- Strengthen and unify the department.
- Help state and local entities, as well as the general public, understand the role and the structure of the department.
- Simplify and streamline communication.

What makes a powerful branding system?

- It must be clear from the user/customer perspective.
- Minimize the use of acronyms. An abundance of acronyms do not communicate clarity and directness.
- No more than two levels should be branded. Too many layers and too many symbols suggest an expected government bureaucracy and a disparate organization with lack of focus.
- Our branding system should not be viewed as an organizational chart.

U.S. Department of Homeland Security Branding System

Cabinet



Homeland Security

Competency	Science and Technology	Information Analysis and Infrastructure Protection	Border and Transportation Security	Emergency Preparedness and Response	Management
------------	------------------------	--	------------------------------------	-------------------------------------	------------

Public Facing Entities



Transportation
Security
Administration



FEMA



U.S. Citizenship
and Immigration
Services



U.S. Immigration
and Customs
Enforcement



U.S. Customs and
Border Protection



Programs, Locations and Centers	National Biodefense Analysis and Countermeasures Center	National Communication System	Office for Domestic Preparedness	Citizen's Corp	USA Visit
	Chemical and Biological National Security and Supporting Programs	Federal Computer Incident Response Center	Federal Law Enforcement Training Center	Ready	
	Biological and Environmental Research Programs	National Cyber Security Division			
	Nuclear Smuggling and Proliferation, Detection and Verification Programs				
	Nuclear Assessment, Detection, Materials Protection and Cooperation Programs				
	Advanced Scientific Computing Research Program at Lawrence Livermore National Laboratory				
	Plum Island Animal Disease Center				

U.S. Department of Homeland Security Branding System

Level I — Cabinet

Senior and staff members of the department who represent the U.S. Department of Homeland Security.



Example: Business Card



Example: Signage/Wall Plaque

U.S. Department of Homeland Security Branding System

Level II — Competency

Senior and staff members who represent the five directorates. To broaden the master brand's capabilities, a descriptor is added to communicate a specific competence.

The five competencies are as follows:

Science and Technology

Information Analysis and Infrastructure Protection

Border and Transportation Security

Emergency Preparedness and Response

Management

Dr. Charles E. McQueary U.S. Department of Homeland Security
Under Secretary
Science and Technology
Washington, DC 20528
202 282 8000 tel
202 772 9638 fax



**Homeland
Security**

Example: Business Card



**Homeland
Security**

Science and Technology

Example: Signage/Wall Plaque

U.S. Department of Homeland Security Branding System

Level III — Public Facing Entities

Bureaus and agencies with high visibility and interaction with the general public. These five entities use the DHS Seal “locked up” with their specific name set in standardized DHS typography and color.



U.S. Customs and Border Protection



Transportation Security Administration



FEMA



U.S. Immigration and Customs Enforcement



U.S. Citizenship and Immigration Services

John Charles Smith
Position or Job Title

U.S. Department of Homeland Security
Washington, DC 20528

202 234 5678 tel
202 234 9876 fax
johncharles.smith@dhs.gov



U.S. Customs and Border Protection

Example: Business Card



U.S. Customs and Border Protection

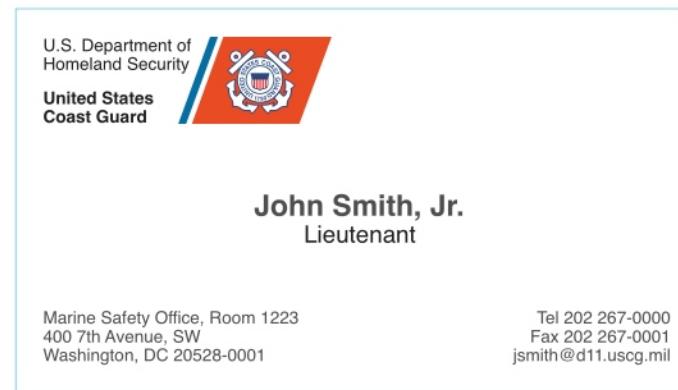
Example: Signage/Wall Plaque

U.S. Department of Homeland Security Branding System

Level III — Public Facing Entities — Endorsed

Bureaus and agencies with high visibility and interaction with the general public. Because of their strong brand equity, these two

entities retain existing identities and carry an endorsement link to the Department of Homeland Security.



Example: Business Card



Example: Signage/Wall Plaque



Example: Business Card



Example: Signage/Wall Plaque

U.S. Department of Homeland Security Branding System

Level IV — Programs, Locations and Centers

A program name should appear as the second line of address copy following “U.S. Department of Homeland Security.” It can also appear as a headline on a brochure, as a supporting message or as a primary message on a wayfinding sign. A program name should never be “locked up” to the Homeland Security identity.

A location should appear as the first line of address copy followed by “U.S. Department of Homeland Security.” Like a program name, it can also appear as a headline on a brochure, as a supporting message or as a primary message on a wayfinding sign.



Example: Program Business Card



Example: Location Business Card

The Programs, Locations and Centers are as follows:

National Biodefense Analysis and Countermeasures Center	Nuclear Assessment, Detection, Materials Protection and Cooperation Programs	Federal Computer Incident Response Center
Chemical and Biological National Security and Supporting Programs	Advanced Scientific Computing Research Program at Lawrence Livermore National Laboratory	National Cyber Security Division
Biological and Environmental Research Programs	Plum Island Animal Disease Center	Office for Domestic Preparedness
Nuclear Smuggling and Proliferation, Detection and Verification Programs	National Communication System	Federal Law Enforcement Training Center
		Citizen's Corp
		Ready USA Visit



Example: Signage/Wall Plaque

Public Facing Entity Signature Color Variations

U.S. Citizenship and Immigration Services Signature Color Variations

The preferred version of the public facing entity U.S. Citizenship and Immigration Services Homeland Security signature is the full-color positive signature. This version should be used for all applications whenever possible. Signature artwork is available in spot color (PANTONE), 4-color process (CMYK) and RGB Video and RGB Web versions. These color variations also apply to the alternate signature.



U.S. Citizenship and Immigration Services

Description	File Name
Full-color spot (PANTONE)	DHS_cis_S.eps
4-color process (CMYK)	DHS_cis_4.eps
RGB Video.....	DHS_cis_V.eps
RGB Web	DHS_cis_W.eps
Full-color spot (PANTONE), alternate.....	DHS_cis_S_at.eps
4-color process (CMYK), alternate	DHS_cis_4_at.eps
RGB Video, alternate	DHS_cis_V_at.eps
RGB Web, alternate.....	DHS_cis_W_at.eps
Seal Alone, full-color spot (PANTONE)	DHS_cis_S_S.eps
Seal Alone, 4-color process (CMYK)	DHS_cis_S_4.eps
Seal Alone, RGB Video.....	DHS_cis_S_V.eps
Seal Alone, RGB Web	DHS_cis_S_W.eps



U.S. Citizenship and Immigration Services

Description	File Name
1-color spot (PANTONE) w/tint.....	DHS_cis_1_T.eps
1-color spot (PANTONE) w/tint, alternate	DHS_cis_1_T_at.eps
Seal Alone,1-color spot (PANTONE) w/tint	DHS_cis_S_1_T.eps



U.S. Citizenship and Immigration Services

Description	File Name
1-color black w/tint	DHS_cis_K_T.eps
1-color black w/tint, alternate	DHS_cis_K_T_at.eps
Seal Alone, 1-color black w/tint	DHS_cis_S_K_T.eps



U.S. Citizenship and Immigration Services

Description	File Name
Full-color spot (PANTONE) reverse	DHS_cis_SR.eps
4-color process (CMYK) reverse	DHS_cis_4R.eps
RGB Video reverse	DHS_cis_VR.eps
RGB Web reverse	DHS_cis_WR.eps
Full-color spot(PANTONE) reverse, alternate.....	DHS_cis_SR_at.eps
4-color process (CMYK) reverse, alternate	DHS_cis_4R_at.eps
RGB Video reverse, alternate.....	DHS_cis_VR_at.eps
RGB Web reverse, alternate	DHS_cis_WR_at.eps
Seal Alone,full-color spot (PANTONE) reverse	DHS_cis_S_SR.eps
Seal Alone, 4-color process (CMYK) reverse	DHS_cis_S_4R.eps
Seal Alone, RGB Video reverse	DHS_cis_S_VR.eps
Seal Alone, RGB Web reverse	DHS_cis_S_WR.eps



U.S. Citizenship and Immigration Services

Description	File Name
1-color spot (PANTONE 2955), reverse w/tint	DHS_cis_1R_T.eps
1-color spot (PANTONE 2955), reverse w/tint, alternate	DHS_cis_1R_T_at.eps
Seal Alone, 1-color spot (PANTONE 2955), reverse w/tint	DHS_cis_S_1R_T.eps



U.S. Citizenship and Immigration Services

Description	File Name
1-color black, reverse w/tint	DHS_cis_KR_T.eps
1-color black, reverse w/tint, alternate.....	DHS_cis_KR_T_at.eps
Seal Alone, 1-color black, reverse w/tint.....	DHS_cis_S_KR_T.eps

U.S. Citizenship and Immigration Services Signature Color Variations

When reproduction methods cannot accommodate color tints, use the signature variations shown below. The variations include a 1-color blue, a 1-color black and full reverses without tints.

A special use signature has been created for certain reproduction methods such as foil stamping, engraving, etching and embossing. In this signature, the white areas of the seal are transparent. Use of this signature is limited to these special applications only.



U.S. Citizenship and Immigration Services

Description

1-color spot (PANTONE 2955) DHS_cis_1.eps

1-color spot (PANTONE 2955), alternate DHS_cis_1_at.eps

Seal Alone, 1-color spot (PANTONE 2955)..... DHS_cis_S_1.eps

File Name

U.S. Citizenship and Immigration Services

Description

1-color black DHS_cis_K.eps

1-color black, alternate DHS_cis_K_at.eps

Seal Alone, 1-color black DHS_cis_S_K.eps

File Name

U.S. Citizenship and Immigration Services

Description

*Special use DHS_K_su.eps

*Special use DHS_I_su.eps

File Name

*These signatures should only be used on approved applications.



U.S. Citizenship and Immigration Services

Description

1-color spot (PANTONE 2955) reverse DHS_cis_1R.eps

1-color spot (PANTONE 2955) reverse, alternate.... DHS_cis_1R_at.eps

Seal Alone, 1-color spot (PANTONE 2955) reverse .. DH_cis_S_1R.eps

File Name

U.S. Citizenship and Immigration Services

Description

1-color black reverse DHS_cis_KR.eps

1-color black reverse, alternate DHS_cis_KR_at.eps

Seal Alone, 1-color black reverse DHS_cis_S_KR.eps

File Name

U.S. Customs and Border Protection Signature Color Variations

The preferred version of the public facing entity U.S. Customs and Border Protection Homeland Security signature is the full-color positive signature. This version should be used for all applications whenever possible. Signature artwork is available in spot color (PANTONE), 4-color process (CMYK) and RGB Video and RGB Web versions. These color variations also apply to the alternate signature.



U.S. Customs and Border Protection

Description	File Name
Full-color spot (PANTONE)	DHS_cbp_S.eps
4-color process (CMYK)	DHS_cbp_4.eps
RGB Video	DHS_cbp_V.eps
RGB Web	DHS_cbp_W.eps
Full-color spot (PANTONE), alternate	DHS_cbp_S_at.eps
4-color process (CMYK), alternate	DHS_cbp_4_at.eps
RGB Video, alternate	DHS_cbp_V_at.eps
RGB Web, alternate	DHS_cbp_W_at.eps
Seal Alone, full-color spot (PANTONE)	DHS_cbp_S_S.eps
Seal Alone, 4-color process (CMYK)	DHS_cbp_S_4.eps
Seal Alone, RGB Video	DHS_cbp_S_V.eps
Seal Alone, RGB Web	DHS_cbp_S_W.eps



U.S. Customs and Border Protection

Description	File Name
1-color spot (PANTONE) w/tint	DHS_cbp_1_T.eps
1-color spot (PANTONE) w/tint, alternate	DHS_cbp_1_T_at.eps
Seal Alone, 1-color spot (PANTONE) w/tint	DHS_cbp_S_1_T.eps



U.S. Customs and Border Protection

Description	File Name
1-color black w/tint	DHS_cbp_K_T.eps
1-color black w/tint, alternate	DHS_cbp_K_T_at.eps
Seal Alone, 1-color black w/tint	DHS_cbp_S_K_T.eps



U.S. Customs and Border Protection

Description	File Name
Full-color spot (PANTONE) reverse	DHS_cbp_SR.eps
4-color process (CMYK) reverse	DHS_cbp_4R.eps
RGB Video reverse	DHS_cbp_VR.eps
RGB Web reverse	DHS_cbp_WR.eps
Full-color spot (PANTONE) reverse, alternate	DHS_cbp_SR_at.eps
4-color process (CMYK) reverse, alternate	DHS_cbp_4R_at.eps
RGB Video reverse, alternate	DHS_cbp_VR_at.eps
RGB Web reverse, alternate	DHS_cbp_WR_at.eps
Seal Alone, full-color spot (PANTONE) reverse	DHS_cbp_S_SR.eps
Seal Alone, 4-color process (CMYK) reverse	DHS_cbp_S_4R.eps
Seal Alone, RGB Video reverse	DHS_cbp_S_VR.eps
Seal Alone, RGB Web reverse	DHS_cbp_S_WR.eps



U.S. Customs and Border Protection

Description	File Name
1-color spot (PANTONE 2955), reverse w/tint	DHS_cbp_1R.eps
1-color spot (PANTONE 2955), reverse w/tint, alternate	DHS_cbp_1R_at.eps
Seal Alone, 1-color spot (PANTONE 2955), reverse w/tint	DHS_cbp_S_1R.eps



U.S. Customs and Border Protection

Description	File Name
1-color black, reverse w/tint	DHS_cbp_KR.eps
1-color black, reverse w/tint, alternate	DHS_cbp_KR_at.eps
Seal Alone, 1-color black, reverse w/tint	DHS_cbp_S_KR.eps

U.S. Customs and Border Protection Signature Color Variations

When reproduction methods cannot accommodate color tints, use the signature variations shown below. The variations include a 1-color blue, a 1-color black and full reverses without tints.

A special use signature has been created for certain reproduction methods such as foil stamping, engraving, etching and embossing. In this signature, the white areas of the seal are transparent. Use of this signature is limited to these special applications only.



U.S. Customs and Border Protection

Description	File Name
1-color spot (PANTONE 2955)	DHS_cbp_1.eps
1-color spot (PANTONE 2955), alternate	DHS_1_at.eps
Seal Alone, 1-color spot (PANTONE 2955)	DHS_S_1.eps



U.S. Customs and Border Protection

Description	File Name
1-color black	DHS_cbp_K.eps
1-color black, alternate	DHS_cbp_K_at.eps
Seal Alone, 1-color black	DHS_cbp_S_K.eps



U.S. Customs and Border Protection

Description	File Name
*Special use	DHS_K_su.eps
*Special use	DHS_I_su.eps

*These signatures should only be used on approved applications.



U.S. Customs and Border Protection

Description	File Name
1-color spot (PANTONE 2955) reverse	DHS_1R_.eps
1-color spot (PANTONE 2955) reverse, alternate..	DHS_1R_at.eps
Seal Alone, 1-color spot (PANTONE 2955) reverse	DHS_S_1R_.eps



U.S. Customs and Border Protection

Description	File Name
1-color black reverse	DHS_cbp_KR.eps
1-color black reverse, alternate	DHS_cbp_KR_at.eps
Seal Alone, 1-color black reverse	DHS_cbp_S_KR.eps

FEMA

Signature Color Variations

The preferred version of the public facing entity FEMA Homeland Security signature is the full-color positive signature. This version should be used for all applications whenever possible. Signature artwork is available in spot color (PANTONE), 4-color process (CMYK) and RGB Video and RGB Web versions. These color variations also apply to the alternate signature.



FEMA

Description	File Name
Full-color spot (PANTONE)	DHS_fema_S.eps
4-color process (CMYK)	DHS_fema_4.eps
RGB Video	DHS_fema_V.eps
RGB Web	DHS_fema_W.eps
Full-color spot (PANTONE), alternate	DHS_fema_S_at.eps
4-color process (CMYK), alternate	DHS_fema_4_at.eps
RGB Video, alternate	DHS_fema_V_at.eps
RGB Web, alternate	DHS_fema_W_at.eps
Seal Alone, full-color spot (PANTONE)	DHS_fema_S_S.eps
Seal Alone, 4-color process (CMYK)	DHS_fema_S_4.eps
Seal Alone, RGB Video	DHS_fema_S_V.eps
Seal Alone, RGB Web	DHS_fema_S_W.eps



FEMA

Description	File Name
1-color spot (PANTONE) w/tint	DHS_fema_1_T.eps
1-color spot (PANTONE) w/tint, alternate	DHS_fema_1_T_at.eps
Seal Alone, 1-color spot (PANTONE) w/tint	DHS_fema_S_1_T.eps



FEMA

Description	File Name
1-color black w/tint	DHS_fema_K_T.eps
1-color black w/tint, alternate	DHS_fema_K_T_at.eps
Seal Alone, 1-color black w/tint	DHS_fema_S_K_T.eps



FEMA

Description	File Name
Full-color spot (PANTONE) reverse	DHS_fema_SR.eps
4-color process (CMYK) reverse	DHS_fema_4R.eps
RGB Video reverse	DHS_fema_VR.eps
RGB Web reverse	DHS_fema_WR.eps
Full-color spot (PANTONE) reverse, alternate	DHS_fema_SR_at.eps
4-color process (CMYK) reverse, alternate	DHS_fema_4R_at.eps
RGB Video reverse, alternate	DHS_fema_VR_at.eps
RGB Web reverse, alternate	DHS_fema_WR_at.eps
Seal Alone, full-color spot (PANTONE) reverse	DHS_fema_S_SR.eps
Seal Alone, 4-color process (CMYK) reverse	DHS_fema_S_4R.eps
Seal Alone, RGB Video reverse	DHS_fema_S_VR.eps
Seal Alone, RGB Web reverse	DHS_fema_S_WR.eps



FEMA

Description	File Name
1-color spot (PANTONE 2955), reverse w/tint	DHS_fema_1R_T.eps
1-color spot (PANTONE 2955), reverse w/tint, alternate	DHS_fema_1R_T_at.eps
Seal Alone, 1-color spot (PANTONE 2955), reverse w/tint	DHS_fema_S_1R_T.eps



FEMA

Description	File Name
1-color black, reverse w/tint	DHS_fema_KR_T.eps
1-color black, reverse w/tint, alternate	DHS_fema_KR_T_at.eps
Seal Alone, 1-color black, reverse w/tint	DHS_fema_S_KR_T.eps

FEMA

Signature Color Variations

When reproduction methods cannot accommodate color tints, use the signature variations shown below. The variations include a 1-color blue, a 1-color black and full reverses without tints.

A special use signature has been created for certain reproduction methods such as foil stamping, engraving, etching and embossing. In this signature, the white areas of the seal are transparent. Use of this signature is limited to these special applications only.



FEMA

Description	File Name
1-color spot (PANTONE 2955)	DHS_fema_1.eps
1-color spot (PANTONE 2955), alternate	DHS_fema_1_at.eps
Seal Alone, 1-color spot (PANTONE 2955)	DHS_fema_S_1.eps



FEMA

Description	File Name
1-color black	DHS_fema_K.eps
1-color black, alternate	DHS_fema_K_at.eps
Seal Alone, 1-color black	DHS_fema_S_K.eps



FEMA

Description	File Name
*Special use	DHS_K_su.eps
*Special use	DHS_I_su.eps

*These signatures should only be used on approved applications.



Description	File Name
1-color spot (PANTONE 2955) reverse	DHS_fema_1R.eps
1-color spot (PANTONE 2955) reverse, alternate	DHS_fema_1R_at.eps
Seal Alone, 1-color spot (PANTONE 2955) reverse	DHS_S_1R.eps



Description	File Name
1-color black reverse	DHS_fema_KR.eps
1-color black reverse, alternate	DHS_fema_KR_at.eps
Seal Alone, 1-color black reverse	DHS_fema_S_KR.eps

U.S. Immigration and Customs Enforcement Signature Color Variations

The preferred version of the public facing entity U.S. Immigration and Customs Enforcement Homeland Security signature is the full-color positive signature. This version should be used for all applications whenever possible. Signature artwork is available in spot color (PANTONE), 4-color process (CMYK) and RGB Video and RGB Web versions. These color variations also apply to the alternate signature.



U.S. Immigration and Customs Enforcement

Description	File Name
Full-color spot (PANTONE)	DHS_ice_S.eps
4-color process (CMYK)	DHS_ice_4.eps
RGB Video	DHS_ice_V.eps
RGB Web	DHS_ice_W.eps
Full-color spot (PANTONE), alternate	DHS_ice_S_at.eps
4-color process (CMYK), alternate	DHS_ice_4_at.eps
RGB Video, alternate	DHS_ice_V_at.eps
RGB Web, alternate	DHS_ice_W_at.eps
Seal Alone, full-color spot (PANTONE)	DHS_ice_S_S.eps
Seal Alone, 4-color process (CMYK)	DHS_ice_S_4.eps
Seal Alone, RGB Video	DHS_ice_S_V.eps
Seal Alone, RGB Web	DHS_ice_S_W.eps



U.S. Immigration and Customs Enforcement

Description	File Name
1-color spot (PANTONE) w/tint	DHS_ice_1_T.eps
1-color spot (PANTONE) w/tint, alternate	DHS_ice_1_T_at.eps
Seal Alone, 1-color spot (PANTONE) w/tint	DHS_ice_S_1_T.eps



U.S. Immigration and Customs Enforcement

Description	File Name
1-color black w/tint	DHS_ice_K_T.eps
1-color black w/tint, alternate	DHS_ice_K_T_at.eps
Seal Alone, 1-color black w/tint	DHS_ice_S_K_T.eps



U.S. Immigration and Customs Enforcement

Description	File Name
Full-color spot (PANTONE) reverse	DHS_ice_SR.eps
4-color process (CMYK) reverse	DHS_ice_4R.eps
RGB Video reverse	DHS_ice_VR.eps
RGB Web reverse	DHS_ice_WR.eps
Full-color spot (PANTONE) reverse, alternate	DHS_ice_SR_at.eps
4-color process (CMYK) reverse, alternate	DHS_ice_4R_at.eps
RGB Video reverse, alternate	DHS_ice_VR_at.eps
RGB Web reverse, alternate	DHS_ice_WR_at.eps
Seal Alone, full-color spot (PANTONE) reverse	DHS_ice_S_SR.eps
Seal Alone, 4-color process (CMYK) reverse	DHS_ice_S_4R.eps
Seal Alone, RGB Video reverse	DHS_ice_S_VR.eps
Seal Alone, RGB Web reverse	DHS_ice_S_WR.eps



U.S. Immigration and Customs Enforcement

Description	File Name
1-color spot (PANTONE 2955), reverse w/tint	DHS_ice_1R_T.eps
1-color spot (PANTONE 2955), reverse w/tint, alternate	DHS_ice_1R_T_at.eps
Seal Alone, 1-color spot (PANTONE 2955), reverse w/tint	DHS_ice_S_1R_T.eps



U.S. Immigration and Customs Enforcement

Description	File Name
1-color black, reverse w/tint	DHS_ice_KR_T.eps
1-color black, reverse w/tint, alternate	DHS_ice_KR_T_at.eps
Seal Alone, 1-color black, reverse w/tint	DHS_ice_S_KR_T.eps

U.S. Immigration and Customs Enforcement Signature Color Variations

When reproduction methods cannot accommodate color tints, use the signature variations shown below. The variations include a 1-color blue, a 1-color black and full reverses without tints.

A special use signature has been created for certain reproduction methods such as foil stamping, engraving, etching and embossing. In this signature, the white areas of the seal are transparent. Use of this signature is limited to these special applications only.



U.S. Immigration and Customs Enforcement

Description	File Name
1-color spot (PANTONE 2955)	DHS_ice_1.eps
1-color spot (PANTONE 2955), alternate.....	DHS_ice_1_at.eps
Seal Alone, 1-color spot (PANTONE 2955)	DHS_ice_S_1.eps



U.S. Immigration and Customs Enforcement

Description	File Name
1-color black	DHS_ice_K.eps
1-color black, alternate.....	DHS_ice_K_at.eps
Seal Alone, 1-color black	DHS_ice_S_K.eps



U.S. Immigration and Customs Enforcement

Description	File Name
*Special use	DHS_K_su.eps
*Special use.....	DHS_1_su.eps

*These signatures should only be used on approved applications.



U.S. Immigration and Customs Enforcement

Description	File Name
1-color spot (PANTONE 2955) reverse.....	DHS_ice_1R.eps
1-color spot (PANTONE 2955) reverse, alternate	DHS_1R_at.eps
Seal Alone, 1-color spot (PANTONE 2955) reverse	DHS_S_1R.eps



U.S. Immigration and Customs Enforcement

Description	File Name
1-color black reverse	DHS_ice_KR.eps
1-color black reverse, alternate.....	DHS_ice_KR_at.eps
Seal Alone, 1-color black reverse	DHS_ice_S_KR.eps

Transportation Security Administration Signature Color Variations

The preferred version of the public facing entity U.S. Transportation Security Administration Homeland Security signature is the full-color positive signature. This version should be used for all applications whenever possible. Signature artwork is available in spot color (PANTONE), 4-color process (CMYK) and RGB Video and RGB Web versions. These color variations also apply to the alternate signature.



Transportation Security Administration

Description	File Name
Full-color spot (PANTONE)	DHS_tsa_S.eps
4-color process (CMYK)	DHS_tsa_4.eps
RGB Video	DHS_tsa_V.eps
RGB Web	DHS_tsa_W.eps
Full-color spot (PANTONE), alternate	DHS_tsa_S_at.eps
4-color process (CMYK), alternate	DHS_tsa_4_at.eps
RGB Video, alternate	DHS_tsa_V_at.eps
RGB Web, alternate	DHS_tsa_W_at.eps
Seal Alone, full-color spot (PANTONE)	DHS_tsa_S_S.eps
Seal Alone, 4-color process (CMYK)	DHS_tsa_S_4.eps
Seal Alone, RGB Video	DHS_tsa_S_V.eps
Seal Alone, RGB Web	DHS_tsa_S_W.eps



Transportation Security Administration

Description	File Name
1-color spot (PANTONE) w/tint	DHS_tsa_1_T.eps
1-color spot (PANTONE) w/tint, alternate	DHS_tsa_1_T_at.eps
Seal Alone, 1-color spot (PANTONE) w/tint	DHS_tsa_S_1_T.eps



Transportation Security Administration

Description	File Name
1-color black w/tint	DHS_tsa_K_T.eps
1-color black w/tint, alternate	DHS_tsa_K_T_at.eps
Seal Alone, 1-color black w/tint	DHS_tsa_S_K_T.eps



Transportation Security Administration

Description	File Name
Full-color spot (PANTONE) reverse	DHS_tsa_SR.eps
4-color process (CMYK) reverse	DHS_tsa_4R.eps
RGB Video reverse	DHS_tsa_VR.eps
RGB Web reverse	DHS_tsa_WR.eps
Full-color spot (PANTONE) reverse, alternate	DHS_tsa_SR_at.eps
4-color process (CMYK) reverse, alternate	DHS_tsa_4R_at.eps
RGB Video reverse, alternate	DHS_tsa_VR_at.eps
RGB Web reverse, alternate	DHS_tsa_WR_at.eps
Seal Alone, full-color spot (PANTONE) reverse	DHS_tsa_S_SR.eps
Seal Alone, 4-color process (CMYK) reverse	DHS_tsa_S_4R.eps
Seal Alone, RGB Video reverse	DHS_tsa_S_VR.eps
Seal Alone, RGB Web reverse	DHS_tsa_S_WR.eps



Transportation Security Administration

Description	File Name
1-color spot (PANTONE 2955), reverse w/tint	DHS_tsa_1R_T.eps
1-color spot (PANTONE 2955), reverse w/tint, alternate	DHS_tsa_1R_T_at.eps
Seal Alone, 1-color spot (PANTONE 2955), reverse w/tint	DHS_tsa_S_1R_T.eps



Transportation Security Administration

Description	File Name
1-color black, reverse w/tint	DHS_tsa_KR_T.eps
1-color black, reverse w/tint, alternate	DHS_tsa_KR_T_at.eps
Seal Alone, 1-color black, reverse w/tint	DHS_tsa_S_KR_T.eps

Transportation Security Administration Signature Color Variations

When reproduction methods cannot accommodate color tints, use the signature variations shown below. The variations include a 1-color blue, a 1-color black and full reverses without tints.

A special use signature has been created for certain reproduction methods such as foil stamping, engraving, etching and embossing. In this signature, the white areas of the seal are transparent. Use of this signature is limited to these special applications only.



Transportation Security Administration

Description	File Name
1-color spot (PANTONE 2955)	DHS_tsa_1.eps
1-color spot (PANTONE 2955), alternate.....	DHS_tsa_1_at.eps
Seal Alone, 1-color spot (PANTONE 2955)	DHS_tsa_S_1.eps



Transportation Security Administration

Description	File Name
1-color black	DHS_tsa_K.eps
1-color black, alternate	DHS_tsa_K_at.eps
Seal Alone, 1-color black	DHS_tsa_S_K.eps



Transportation Security Administration

Description	File Name
*Special use.....	DHS_K_su.eps
*Special use.....	DHS_I_su.eps



Transportation Security Administration

Description	File Name
1-color spot (PANTONE 2955) reverse	DHS_tsa_1R.eps
1-color spot (PANTONE 2955) reverse, alternate	DHS_tsa_1R_at.eps
Seal Alone, 1-color spot (PANTONE 2955) reverse	DHS_tsa_S_1R.eps



Transportation Security Administration

Description	File Name
1-color black reverse	DHS_tsa_KR.eps
1-color black reverse, alternate	DHS_tsa_KR_at.eps
Seal Alone, 1-color black reverse	DHS_tsa_S_KR.eps

*These signatures should only be used on approved applications.

Signature Naming Convention

Use this naming convention guide to select the appropriate electronic signature for reproduction. The file formats provided are explained below.

EPS Format:

The EPS format is for applications that require high-resolution artwork for reproduction, for example, anything that is press-printed or for large-scale projects such as banners or signage. EPS signatures can be proportionally scaled (enlarged and reduced) without degradation in quality. EPS files can be imported into or opened by page layout and illustration software such as QuarkXPress, Illustrator or Photoshop.

Color Category:							
4 = CMYK (4-color process)							Print only
1 = one spot color — Homeland Security Blue							
S = spot (Pantone) Homeland Security Blue, Gray, Green, Light Blue, and Red							
K = Black							
V = RGB Video							
W= RGB Web-safe							
Seal:							
S = Seal Alone — for use in special instances such as lapel pins.							
Tint:							
t = signature with tints							
Alternate:							
at = alternate — alternate signatures are used only in a constrained horizontal space.							
Special Usage:							
su = special usage — used only on approved applications.							
DHS	S	tsa	4	R	T	at	.ext
Cabinet: DHS = Department of Homeland Security	Public Facing Entities: cis= U.S. Citizenship and Immigration cbp= U.S. Customs and Border Protection fema= FEMA ice= U.S. Immigration and Customs Enforcement tsa = Transportation Security Administration	Reverse: R = reverse — for use on a dark background.	. Extension: File type and what it is used for. How Images Are Supplied .eps = EPS (for print and vendor use) Supplied as vector-based art, scalable for large applications; these files may be used at any size. Ideal for high-end print and display use. Color Formats: CMYK, RGB, Grayscale, spot (Pantone) color				
			.jpg = JPEG (for Internet, intranet, PowerPoint and Word) Supplied at 100 DPI for optimum appearance online. Ideal when a small file size is needed. Color Formats: CMYK, RGB, Grayscale				
			.tif = TIFF (for PowerPoint, Word and other publishing software) Supplied at 125 DPI for optimum appearance in presentations and laser prints. Color Formats: CMYK, RGB, Grayscale				
			.bmp= BMP (for PowerPoint, Word and other publishing software) Supplied at 100 DPI for optimum appearance in presentations and laser prints. Color Formats: RGB, Grayscale				

 The abbreviations in the shaded fields appear in a file name only when applicable to a given signature.